



THE POWER BEHIND THE ANSWERS

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BACKGROUND & METHODOLOGY

A telephone survey was conducted within the Warwick catchment area, as well as the surrounding areas. The survey covered a range of aspects relating to shopping habits and in particular sought to establish the following:

- Closest main town centre to the respondent's home location

Main Food Shopping

- In which store respondents do most of their main food shopping
 - If internet, which retailer is used
- Method of travel to their main food store
- Whether respondents combine their main food shopping trip with other activities, and if so with what type of activity
- The store used next most often for main food shopping

Top-Up Food Shopping

- In which store respondents undertake most of their top-up food shopping
- Of all the money respondents spend on their food and household groceries, on average what proportion goes on main food shopping

Non-Food Shopping

- Where respondents go most often for the following non-food items:
 - Clothing & footwear items (women's, men's, children's and baby)
 - Method of travel to its clothing & footwear shopping destination
 - What they like about this shopping destination
 - Small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)
 - Recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc) (excludes video games)
 - Audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, etc)
 - Games & toys; hobby items; sport and camping goods; and musical instruments
 - Pets & pet related products
 - Books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc) and drawing materials
 - Personal/ luxury goods including jewellery, china, glass, medicine and cosmetics
 - Furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)
 - DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)
 - Large domestic appliances such as washing machines, fridges, cookers, etc

Visiting Other Locations

- Frequency of visiting Leamington Spa for shopping
- What improvements to Leamington Spa, if any, would make respondents visit it more often
- Frequency of visiting Warwick Town Centre for shopping
- What improvements to Warwick Town Centre, if any, would make respondents visit it more often
- Frequency of visiting Kenilworth for shopping
- What improvements to Kenilworth, if any, would make respondents visit it more often

Leisure Activities

- Whether respondents or members of the household undertake the following leisure activities and, if so, how often and where:
 - Bingo/ Casino
 - Cinema
 - Gym/ Healthclub/ Sports Facility
 - Museum/ gallery or place of historical/ cultural interest/ theatre
 - Pub/ Bar/ nightclub/ music venue

- Restaurant
- Tenpin bowling
- Other leisure activity

Demographics

- Age group of respondent
- Occupation/ SEG of chief wage earner
- Number of people in the household
- Number of cars in the household
- Quality control
- Gender of respondent

A total of 1,000 interviews were carried out within the Warwick catchment area, as well as the surrounding areas between 2nd and 8th July 2013. Interviews were conducted at RMG:Clarity's in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend.

SAMPLE BREAKDOWN

Zone	Postcode Sectors	Population (2011 Census)	%	Sample Proportion	Sample Adjusted	Weighting
1	CV32 4	3,149	1.05%	109.33	109	1.00
	CV32 5	8,230	2.75%			
	CV32 6	7,490	2.50%			
	CV32 7	13,827	4.62%			
2	CV34 4	4,831	1.62%	104.81	105	1.00
	CV34 5	14,218	4.75%			
	CV34 6	12,296	4.11%			
3	CV31 1	12,171	4.07%	105.43	106	0.99
	CV31 2	12,287	4.11%			
	CV31 3	7,072	2.36%			
4	CV33 9	6,103	2.04%	93.40	93	1.00
	CV47 0	2,213	0.74%			
	CV47 1	4,354	1.46%			
	CV47 2	5,145	1.72%			
	CV47 8	2,491	0.83%			
	CV47 9	2,013	0.67%			
	CV23 8	5,613	1.88%			
5	CV8 3	6,771	2.26%	85.29	85	1.00
	CV23 9	6,611	2.21%			
	CV3 3	7,874	2.63%			
	CV3 4	4,249	1.42%			
6	CV3 5	13,479	4.51%	143.30	143	1.00
	CV3 6	12,484	4.17%			
	CV4 7	8,878	2.97%			
	CV4 8	8,015	2.68%			
7	CV8 1	11,021	3.69%	81.12	81	1.00
	CV8 2	13,239	4.43%			
8	B95 5	3,908	1.31%	93.12	93	1.00
	CV35 7	5,310	1.78%			
	B93 0	3,467	1.16%			
	B93 8	7,783	2.60%			
	B94 5	3,870	1.29%			
	B94 6	3,510	1.17%			
9	B95 6	1,755	0.59%	109.69	110	1.00
	CV35 8	5,676	1.90%			
	CV37 0	6,733	2.25%			
	CV37 6	6,679	2.23%			
	CV37 9	11,959	4.00%			
10	CV35 0	5,786	1.93%	74.50	75	1.01
	CV35 9	7,837	2.62%			
	CV37 7	8,658	2.90%			
	Total	299,055	100%	1000	1000	

The sample used for making telephone calls was obtained from an external supplier, who supplied telephone numbers by postcode from their database. The telephone numbers were then sorted into the relevant postcode sectors and zones for interviewing.

Tabulations were provided that were weighted by zone population in order to ensure that the results were broadly representative of main food shoppers in the survey area.

STATEMENT OF RELIABILITY

Assessment of the standard error:

1. This survey has been undertaken by a series of individual sample surveys for different postcode sectors.
2. The results are subject to the following sampling error, for which there follows an analysis.
3. The following analysis indicates the methodology used to calculate the standard error, with the standard 95% probability of being correct. The formulae for these calculations are as follows:

$$SE\% = \sqrt{\frac{p\% \times q\%}{n}}$$

where p% = % sample value recorded
q% = 100% - p%
n = sample size

and where:

±3.09 (SE%) = 95% probability that the correct answer lies in the range calculated.

4. When the sampling frame for individual zones is boosted to ensure reliability, with the results subsequently weighted proportional to population, the following analysis is used to calculate the effective sample size. The formulae for these calculations are as follows:

$$\frac{n}{\sum_{i=1}^k P_i W_i^2}$$

where k = number of zones the population and sample are divided into
n = total sample size
P = sample proportions
W = weights

5. On our sample of 1,000 interviews we have a confidence interval of 3.09 at a 95% confidence level.

The **confidence interval** is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 3.09 and 50% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 46.91% (**50 - 3.09**) and 53.09% (**50 + 3.09**) would have picked that answer.

The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between **46.91%** and **53.09%**.

APPENDIX ONE – HOUSEHOLD SURVEY QUESTIONNAIRE

J11385 Warwick Household Survey - Final Questionnaire - 02-07-13

Telephone Introduction:

Good morning/ afternoon/ evening. My name is AgentName and I am calling from an independent research agency RMG:Clarity.

We're simply conducting a short survey in your area about shopping and leisure activities on behalf of Warwick District Council.

It should only take around 10 minutes to complete the interview and all of your answers will be treated with the strictest confidence. Would you be kind enough to spare some time please?

IF YES: "JUST TO INFORM YOU THAT THIS CALL IS BEING RECORDED FOR TRAINING AND QUALITY PURPOSES"

F1. Are you the person responsible or jointly responsible for main food shopping in your household?

DO NOT READ OUT. MARK ONE BOX ONLY.

- 1 Yes
- 2 No

If = 2, Prompt interviewee with message 'If not ask for person who is. If not available please thank respondent and close interview'

F2. Can I please confirm your postcode is S_Postcode?

IF INCORRECT, TYPE CORRECT POSTCODE UNDER 'OTHER' BELOW

- 1 Postcode is correct
- 2 Other (specify)

Q1. Can I ask which of the following is the closest main TOWN CENTRE to where you live (i.e. not local villages, etc.)?

READ OUT. MARK ONE BOX ONLY.

IF NOT ON LIST, TYPE UNDER 'OTHER' BELOW - BUT NOT SMALL LOCAL VILLAGES.

DO NOT TYPE IN INTERNET.

- 1 Alcester
- 2 Banbury
- 3 Birmingham - Acocks Green
- 4 Birmingham - Hall Green
- 5 Birmingham - Moseley
- 6 Birmingham - Sparkhill
- 7 Birmingham - Stirchley
- 8 Coventry
- 9 Daventry
- 10 Kenilworth
- 11 Knowle
- 12 Leamington Spa
- 13 Milton Keynes
- 14 Northampton
- 15 Nuneaton
- 16 Redditch
- 17 Rugby
- 18 Shirley
- 19 Solihull
- 20 Stratford-upon-Avon
- 21 Warwick
- 22 Welltham
- 23 Other (specify)

I'd now like to ask you a few questions about your food shopping:

Q2. In which store do you normally shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk 'trolley' purchases)?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: INCLUDE STORE'S FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND FULL ADDRESS E.G. ROAD NAME AND TOWN.

IF RESPONDENT USES THE INTERNET. PLEASE RECORD THE NAME OF THE RETAILER ON THE NEXT QUESTION.

- 1 Aldi, Cannors Way, Stratford-upon-Avon
- 2 Aldi, Central Park, Rugby
- 3 Aldi, Paddock Close, Rugby
- 4 Aldi, Radford Road, Coventry
- 5 Aldi, Sheaf Street, Daventry
- 6 Aldi, Stratford Road, Shirley
- 7 Asda, Abbey Park, Coventry
- 8 Asda, Chapel Street, Rugby
- 9 Asda, Chesterton Drive, Leamington Spa
- 10 Asda, Jubilee Crescent, Coventry
- 11 Asda, Walsgrave Retail Park, Coventry
- 12 Budgens, Wordsworth Avenue, Stratford-on-Avon
- 13 Co-op 34-56 Clemens Street, Leamington Spa
- 14 Co-op, Coventry Sreet, Southam
- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, Henley Street, Stratford-upon-Avon
- 17 Co-op, High Street, Leamington Spa
- 18 Co-op, Loxley Close, Wellesbourne
- 19 Co-op, Townsend Lane, Rugby
- 20 Hillers Farm Shop, Alcester
- 21 Hunningham House Farm, Hunningham, Lemington Spa
- 22 Iceland, 2 Warwick Road, Kenilworth
- 23 Iceland, 56 Bath Street, Leamington Spa
- 24 Iceland, Binley Road, Coventry
- 25 Iceland, Cannon Park, Coventry
- 26 Iceland, Queen Victoria Street, Coventry
- 27 Iceland, The Clock Towers Shopping Centre, Rugby
- 28 Lidl, Bilton Road, Rugby
- 29 Lidl, Myton Road, Leamington Spa
- 30 Local stores, Claverdon
- 31 Local stores, Coventry
- 32 Local stores, Cubbington
- 33 Local stores, Dorridge
- 34 Local stores, Henley-in-Arden
- 35 Local stores, Kenilworth
- 36 Local stores, Leamington Spa
- 37 Local stores, Solihull
- 38 Local stores, Southam
- 39 Local stores, Warwick
- 40 Local stores, Weston-under-Wetherley
- 41 Londis, Newland Road, Leamington Spa
- 42 Marks & Spencer, 70 Parade, Leamington Spa
- 43 Marks & Spencer, Bridge Street, Stratford-upon-Avon
- 44 Marks & Spencer, Mill Lane, Solihull
- 45 Marks & Spencer, Upper Precinct, Coventry
- 46 Morrisons, Alcester Road, Stratford upon Avon
- 47 Morrisons, Alvis Retail Park, Holyhead Road, Coventry
- 48 Morrisons, Binley, Coventry
- 49 Morrisons, Clearwell Road, Redditch
- 50 Morrisons, George Road, Solihull
- 51 Morrisons, Old Warwick Road, Leamington Spa
- 52 Morrisons, Parkgate Road, Coventry
- 53 Morrisons, Stratford Road, Shirley
- 54 Netto, Jubilee Crescent, Radford

- 55 Sainsbury's, 2 Park Street, Warwick
- 56 Sainsbury's, Abbey Retail Park, Redditch
- 57 Sainsbury's, Austin Drive, Coventry
- 58 Sainsbury's, Bridge Street, Stratford-upon-Avon
- 59 Sainsbury's, Clifton Road, Rugby
- 60 Sainsbury's, Coton End, Warwick
- 61 Sainsbury's, Dunchurch Road, Rugby
- 62 Sainsbury's, Fletchamstead Highway, Coventry
- 63 Sainsbury's, Leamington Shopping Park, Leamington Spa
- 64 Sainsbury's, Poplar Way, Solihull
- 65 Sainsbury's, Saltisford, Warwick
- 66 Sainsbury's, Stratford Road, Shirley, Solihull
- 67 Sainsbury's, The Saltisford, Warwick
- 68 Sainsbury's, Trinity Street, Coventry
- 69 Sainsbury's, Warwick Road, Kenilworth
- 70 Tesco Express, Ashby Fields Local Centre, Daventry
- 71 Tesco Express, Sheldon Square, Coventry
- 72 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 73 Tesco Express, Walsgrave Road, Coventry
- 74 Tesco Metro, 22-24 The Parade, Leamington Spa
- 75 Tesco, Arena Park, Phoenix Way, Coventry
- 76 Tesco, Birmingham Road, Stratford-upon-Avon
- 77 Tesco, Cannon Park Centre, Lynchgate Road, Coventry
- 78 Tesco, Clifford Bridge Road, Walsgrave, Coventry
- 79 Tesco, Emscote Road, Warwick
- 80 Tesco, Jubilee Cross, Lychgate Road, Coventry
- 81 Tesco, Leicester Road, Rugby
- 82 Tesco, Monkspath Business Park, Solihull
- 83 Tesco, Newstreet, Daventry
- 84 Tesco, Shakespeare Centre, Redditch
- 85 Tesco, St. Johns Way, Knowle, Solihull
- 86 Tesco, Stratford Road, Solihull
- 87 Tesco, Warwick Road, Solihull
- 88 Waitrose, Bertie Road, Kenilworth
- 89 Waitrose, Bowen Square, Daventry
- 90 Waitrose, Stratford Road, Hall Green, Birmingham
- 91 Internet (specify retailer on next question)
- 92 Other (specify)

If <> 91, do not ask 'Q2a'

If = 91, do not ask 'Q3'

If = 91, do not ask 'Q4'

Q2a. Which internet retailer do you use?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF NOT ON LIST, SPECIFY UNDER OTHER BELOW.

- 1 Asda
- 2 Tesco
- 3 Sainsbury's
- 4 Other (specify)

Q3. How do you normally travel to Q2?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF CAR/ VAN, PLEASE PROBE AS TO WHETHER THEY ARE THE DRIVER OR PASSENGER.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bicycle
- 4 Bus, minibus or coach
- 5 Goods delivered
- 6 Mobility scooter
- 7 Motorcycle, scooter or moped
- 8 Taxi
- 9 Train
- 10 Using park & ride facility
- 11 Walk
- 12 Other (specify)

Q4. When you visit Q2 for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? If so, what activities?

DO NOT READ OUT. MARK ALL THAT APPLY.

IF NOT ON LIST, TYPE UNDER 'OTHER' BELOW.

(22 maximum responses)

- 1 Yes - non-food shopping
- 2 Yes - other food shopping
- 3 Yes - bars/pubs
- 4 Yes - bingo
- 5 Yes - cafes
- 6 Yes - cinemas
- 7 Yes - get petrol
- 8 Yes - go to park
- 9 Yes - gyms/ health and fitness
- 10 Yes - library
- 11 Yes - markets
- 12 Yes - meeting family
- 13 Yes - meeting friends
- 14 Yes - museums/ art gallery
- 15 Yes - other service (travel agent, estate agent)
- 16 Yes - personal service (hairdressers, beauty salon)
- 17 Yes - restaurants
- 18 Yes - swimming
- 19 Yes - theatre
- 20 Yes - visiting services such as banks and other financial institutions
- 21 Yes - work
- 22 No
- 23 Other (specify)

Q5. In addition to Q2, are there any other stores that you regularly use for your main-food shopping?

DO NOT READ OUT. MARK ALL THAT APPLY.

INTERVIEWER NOTE: INCLUDE STORE'S FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND FULL ADDRESS E.G. ROAD NAME AND TOWN.

IF RESPONDENT USES THE INTERNET. PLEASE RECORD THE NAME OF THE RETAILER UNDER OTHER BELOW.

(92 maximum responses)

- 1 Aldi, Cannors Way, Stratford-upon-Avon
- 2 Aldi, Central Park, Rugby
- 3 Aldi, Paddox Close, Rugby
- 4 Aldi, Radford Road, Coventry
- 5 Aldi, Sheaf Street, Daventry
- 6 Aldi, Stratford Road, Shirley
- 7 Asda, Abbey Park, Coventry
- 8 Asda, Chapel Street, Rugby
- 9 Asda, Chesterton Drive, Leamington Spa
- 10 Asda, Jubilee Crescent, Coventry
- 11 Asda, Walsgrave Retail Park, Coventry
- 12 Budgens, Wordsworth Avenue, Stratford-on-Avon
- 13 Co-op 34-56 Clemens Street, Leamington Spa
- 14 Co-op, Coventry Sreet, Southam
- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, Henley Street, Stratford-upon-Avon
- 17 Co-op, High Street, Leamington Spa
- 18 Co-op, Loxley Close, Wellesbourne
- 19 Co-op, Townsend Lane, Rugby
- 20 Hillers Farm Shop, Alcester
- 21 Hunningham House Farm, Hunningham, Lemington Spa
- 22 Iceland, 2 Warwick Road, Kenilworth
- 23 Iceland, 56 Bath Street, Leamington Spa
- 24 Iceland, Binley Road, Coventry
- 25 Iceland, Cannon Park, Coventry
- 26 Iceland, Queen Victoria Street, Coventry
- 27 Iceland, The Clock Towers Shopping Centre, Rugby
- 28 Lidl, Bilton Road, Rugby
- 29 Lidl, Myton Road, Leamington Spa
- 30 Local stores, Claverdon
- 31 Local stores, Coventry
- 32 Local stores, Cubbington
- 33 Local stores, Dorridge
- 34 Local stores, Henley-in-Arden
- 35 Local stores, Kenilworth
- 36 Local stores, Leamington Spa
- 37 Local stores, Solihull
- 38 Local stores, Southam
- 39 Local stores, Warwick
- 40 Local stores, Weston-under-Wetherley
- 41 Londis, Newland Road, Leamington Spa
- 42 Marks & Spencer, 70 Parade, Leamington Spa
- 43 Marks & Spencer, Bridge Street, Stratford-upon-Avon
- 44 Marks & Spencer, Mill Lane, Solihull
- 45 Marks & Spencer, Upper Precinct, Coventry
- 46 Morrisons, Alcester Road, Stratford upon Avon
- 47 Morrisons, Alvis Retail Park, Holyhead Road, Coventry
- 48 Morrisons, Binley, Coventry
- 49 Morrisons, Clearwell Road, Redditch
- 50 Morrisons, George Road, Solihull
- 51 Morrisons, Old Warwick Road, Leamington Spa
- 52 Morrisons, Parkgate Road, Coventry
- 53 Morrisons, Stratford Road, Shirley
- 54 Netto, Jubilee Crescent, Radford

- 55 Sainsbury's, 2 Park Street, Warwick
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- 57 Sainsbury's, Austin Drive, Coventry
- 58 Sainsbury's, Bridge Street, Stratford-upon-Avon
- 59 Sainsbury's, Clifton Road, Rugby
- 60 Sainsbury's, Coton End, Warwick
- 61 Sainsbury's, Dunchurch Road, Rugby
- 62 Sainsbury's, Fletchamstead Highway, Coventry
- 63 Sainsbury's, Leamington Shopping Park, Leamington Spa
- 64 Sainsbury's, Poplar Way, Solihull
- 65 Sainsbury's, Saltisford, Warwick
- 66 Sainsbury's, Stratford Road, Shirley, Solihull
- 67 Sainsbury's, The Saltisford, Warwick
- 68 Sainsbury's, Trinity Street, Coventry
- 69 Sainsbury's, Warwick Road, Kenilworth
- 70 Tesco Express, Ashby Fields Local Centre, Daventry
- 71 Tesco Express, Sheldon Square, Coventry
- 72 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 73 Tesco Express, Walsgrave Road, Coventry
- 74 Tesco Metro, 22-24 The Parade, Leamington Spa
- 75 Tesco, Arena Park, Phoenix Way, Coventry
- 76 Tesco, Birmingham Road, Stratford-upon-Avon
- 77 Tesco, Cannon Park Centre, Lynchgate Road, Coventry
- 78 Tesco, Clifford Bridge Road, Walsgrave, Coventry
- 79 Tesco, Emscote Road, Warwick
- 80 Tesco, Jubilee Cross, Lychgate Road, Coventry
- 81 Tesco, Leicester Road, Rugby
- 82 Tesco, Monkspath Business Park, Solihull
- 83 Tesco, Newstreet, Daventry
- 84 Tesco, Shakespeare Centre, Redditch
- 85 Tesco, St. Johns Way, Knowle, Solihull
- 86 Tesco, Stratford Road, Solihull
- 87 Tesco, Warwick Road, Solihull
- 88 Waitrose, Bertie Road, Kenilworth
- 89 Waitrose, Bowen Square, Daventry
- 90 Waitrose, Stratford Road, Hall Green, Birmingham
- 91 Internet (specify retailer below e.g. Internet - Tesco)
- 92 No other stores used
- 93 Other (specify)

If = 91, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Tesco'

Q6. In addition to your main food shopping, where do you do most of your household's small scale 'top-up' food shopping? (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: INCLUDE STORE'S FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND FULL ADDRESS E.G. ROAD NAME AND TOWN.

IF RESPONDENT USES THE INTERNET. PLEASE RECORD THE NAME OF THE RETAILER UNDER OTHER BELOW.

- 1 Aldi, Cannors Way, Stratford-upon-Avon
- 2 Aldi, Central Park, Rugby
- 3 Aldi, Paddox Close, Rugby
- 4 Aldi, Radford Road, Coventry
- 5 Aldi, Sheaf Street, Daventry
- 6 Aldi, Stratford Road, Shirley
- 7 Asda, Abbey Park, Coventry
- 8 Asda, Chapel Street, Rugby
- 9 Asda, Chesterton Drive, Leamington Spa
- 10 Asda, Jubilee Crescent, Coventry
- 11 Asda, Walsgrave Retail Park, Coventry
- 12 Budgens, Wordsworth Avenue, Stratford-on-Avon
- 13 Co-op 34-56 Clemens Street, Leamington Spa
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- 17 Co-op, High Street, Leamington Spa
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- 34 Local stores, Henley-in-Arden
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- 43 Marks & Spencer, Bridge Street, Stratford-upon-Avon
- 44 Marks & Spencer, Mill Lane, Solihull
- 45 Marks & Spencer, Upper Precinct, Coventry
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- 47 Morrisons, Alvis Retail Park, Holyhead Road, Coventry
- 48 Morrisons, Binley, Coventry
- 49 Morrisons, Clearwell Road, Redditch
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- 51 Morrisons, Old Warwick Road, Leamington Spa
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- 86 Tesco, Stratford Road, Solihull
- 87 Tesco, Warwick Road, Solihull
- 88 Waitrose, Bertie Road, Kenilworth
- 89 Waitrose, Bowen Square, Daventry
- 90 Waitrose, Stratford Road, Hall Green, Birmingham
- 91 Internet (specify retailer below e.g. Internet - Tesco)
- 92 Don't do 'top-up' food shopping
- 93 Other (specify)

If = 92, do not ask 'Q7'

If = 91, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Tesco'

Q7. Of all the money you spend on food and household groceries, what share goes to your main food shopping?

PLEASE TYPE IN TO THE NEAREST WHOLE % (PERCENTAGE) E.G. PROBE FOR A QUARTER = 25%, A HALF = 50%, THREE QUARTERS = 75%, ETC

IF DON'T KNOW TYPE IN 888

IF REFUSED TYPE IN 999

(must be between 0 and 999)

I'd now like to ask you a few questions about your non-food shopping habits / preferences:

Q8. In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for (men's, women's, children's and baby) clothing and footwear (fashion items - not sports clothing and footwear)?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER'.

IF VARIES, PROBE FOR A LOCATION PLEASE.

- 1 Alcester
- 2 Banbury
- 3 Birmingham - Acocks Green
- 4 Birmingham - City Centre
- 5 Birmingham - Hall Green
- 6 Birmingham - Sparkhill
- 7 Birmingham - Stirchley
- 8 Birmingham Moseley
- 9 Coventry
- 10 Daventry
- 11 Kenilworth
- 12 Knowle
- 13 Leamington Shopping Park, Leamington Spa
- 14 Leamington Spa
- 15 Milton Keynes
- 16 Northampton
- 17 Nuneaton
- 18 Redditch
- 19 Rugby
- 20 Shirley
- 21 Solihull
- 22 Stratford-upon-Avon
- 23 Warwick
- 24 Warwickshire Retail Park
- 25 Welltham
- 26 Catalogue / Mail Order
- 27 Internet (specify retailer below e.g. Internet - Tesco)
- 28 Don't buy
- 29 Other (specify)

If = 26, 27, 28, do not ask 'Q9'

If = 28, do not ask 'Q10'

If = 27, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

Q9. How does your household normally travel to its main clothing and footwear shopping destination in Q8?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF CAR/ VAN, PLEASE PROBE AS TO WHETHER THEY ARE THE DRIVER OR PASSENGER.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bicycle
- 4 Bus, minibus or coach
- 5 Goods delivered
- 6 Mobility scooter
- 7 Motorcycle, scooter or moped
- 8 Taxi
- 9 Train
- 10 Using park & ride facility
- 11 Walk
- 12 Other (specify)

Q10. What do you like about Q8?

DO NOT READ OUT. MARK ALL THAT APPLY.

IF RESPONDENT STATES A PARTICULAR STORE PLEASE TYPE IN THE RETAILER NAME IN THE 'PARTICULAR STORE' OTHER BOX

(28 maximum responses)

- 1 Attractive environment
- 2 Cinema
- 3 Cleanliness
- 4 Close to friends/ family
- 5 Close to home
- 6 Close to work/ en route to work
- 7 Compact
- 8 Easily accessible by foot/ cycle
- 9 Friendly atmosphere
- 10 Good and/ or free car parking
- 11 Good bus service/ accessible public transport
- 12 Good disabled access
- 13 Good prices
- 14 Good range of chain/ well known stores
- 15 Good range of independent stores
- 16 Particular store (specify)
- 17 Habit/ always used it
- 18 Indoor shopping malls/ arcades
- 19 Large shopping area
- 20 Market
- 21 Not overcrowded / not too busy
- 22 Opening hours
- 23 Part of an overall day out
- 24 Pedestrianised
- 25 Range of goods available
- 26 Restaurant / cafes
- 27 Safe shopping environment
- 28 Nothing / very little
- 29 Other (specify)

If Size(??Q10_1??) + Size(??Q10_2??) = 0, Prompt interviewee with message 'You must select at least one response

Please amend'

Q11. Where do you normally do most of your households shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER.'

- 1 Argos, Guy Street, Leamington Spa
- 2 Argos, Leamington Retail Park
- 3 Argos, Leamington Shopping Park, Leamington Spa
- 4 Asda Living, Warwickshire Shopping Park, Coventry
- 5 Asda, Chesterton Drive, Leamington Spa
- 6 B&Q, Alvis Retail Park, Coventry
- 7 Boots, Bertie Road, Kenilworth
- 8 Boots, Leamington Shopping Park, Leamington Spa
- 9 Boots, Market Street, Warwick
- 10 Boots, Oxford Street, Leamington Spa
- 11 Boots, Station Road, Kenilworth
- 12 Boots, The Parade, Leamington Spa
- 13 Carpet Right, Leamington Shopping Park, Leamington Spa
- 14 Co-op 34-56 Clemens Street, Leamington Spa
- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, High Street, Leamington Spa
- 17 Currys, Orchard Retail Park, Coventry
- 18 Currys, Tachbrook Park Drive, Leamington Spa
- 19 Dreams, Myton Road, Leamington Spa
- 20 Focus, Leamington Shopping Park, Leamington Spa
- 21 Halfords, Leamington Shopping Park, Leamington Spa
- 22 Homebase, Ernscombe Road, Leamington Spa
- 23 Homebase, Myton Road, Leamington Spa
- 24 House of Fraser, The Parade, Leamington Spa
- 25 Ikea, Croft Road, Coventry
- 26 Lidl, Myton Road, Leamington Spa
- 27 Marks & Spencer, 70 Parade, Leamington Spa
- 28 Morrisons, Old Warwick Road, Leamington Spa
- 29 Next, Leamington Shopping Park, Leamington Spa
- 30 Next, The Parade, Leamington Spa
- 31 Pets at Home, Myton Road, Leamington Spa
- 32 Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa
- 33 Sainsbury's, 2 Park Street, Warwick
- 34 Sainsbury's, Coton End, Warwick
- 35 Sainsbury's, Leamington Shopping Park, Leamington Spa
- 36 Sainsbury's, Saltisford, Warwick
- 37 Sainsbury's, Warwick Road, Kenilworth
- 38 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 39 Tesco Metro, 22-24 The Parade, Leamington Spa
- 40 Tesco, Ermscote Road, Warwick
- 41 Wilkinsons, Cannon Park Shopping Centre, Coventry
- 42 Wilkinsons, Station Road, Kenilworth
- 43 Kenilworth Town Centre
- 44 Leamington Spa Town Centre
- 45 Warwick Town Centre
- 46 Alcester
- 47 Banbury
- 48 Birmingham - Acocks Green
- 49 Birmingham - City Centre
- 50 Birmingham - Hall Green
- 51 Birmingham - Moseley
- 52 Birmingham - Sparkhill
- 53 Birmingham - Stirchley
- 54 Coventry
- 55 Daventry

- 56 Knowle
- 57 Milton Keynes
- 58 Northampton
- 59 Nuneaton
- 60 Redditch
- 61 Rugby
- 62 Shirley
- 63 Solihull
- 64 Stratford-upon-Avon
- 65 Welltham
- 66 Alvis Retail Park, Coventry
- 67 Gallagher Retail Park, Coventry
- 68 Leamington Shopping Park, Leamington Spa
- 69 Orchard Retail Park, Coventry
- 70 Warwickshire Retail Park, Coventry
- 71 Catalogue / Mail Order
- 72 Internet (specify retailer below e.g. Internet - Tesco)
- 73 Don't buy
- 74 Other (specify)

If = 72, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

Q12. Where do you normally do most of your households shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.)(Excludes video games)?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER.'

- 1 Argos, Guy Street, Leamington Spa
- 2 Argos, Leamington Retail Park
- 3 Argos, Leamington Shopping Park, Leamington Spa
- 4 Asda Living, Warwickshire Shopping Park, Coventry
- 5 Asda, Chesterton Drive, Leamington Spa
- 6 B&Q, Alvis Retail Park, Coventry
- 7 Boots, Bertie Road, Kenilworth
- 8 Boots, Leamington Shopping Park, Leamington Spa
- 9 Boots, Market Street, Warwick
- 10 Boots, Oxford Street, Leamington Spa
- 11 Boots, Station Road, Kenilworth
- 12 Boots, The Parade, Leamington Spa
- 13 Carpet Right, Leamington Shopping Park, Leamington Spa
- 14 Co-op 34-56 Clemens Street, Leamington Spa
- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, High Street, Leamington Spa
- 17 Currys, Orchard Retail Park, Coventry
- 18 Currys, Tachbrook Park Drive, Leamington Spa
- 19 Dreams, Myton Road, Leamington Spa
- 20 Focus, Leamington Shopping Park, Leamington Spa
- 21 Halfords, Leamington Shopping Park, Leamington Spa
- 22 Homebase, Ernscombe Road, Leamington Spa
- 23 Homebase, Myton Road, Leamington Spa
- 24 House of Fraser, The Parade, Leamington Spa
- 25 Ikea, Croft Road, Coventry
- 26 Lidl, Myton Road, Leamington Spa
- 27 Marks & Spencer, 70 Parade, Leamington Spa
- 28 Morrisons, Old Warwick Road, Leamington Spa
- 29 Next, Leamington Shopping Park, Leamington Spa
- 30 Next, The Parade, Leamington Spa
- 31 Pets at Home, Myton Road, Leamington Spa
- 32 Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa
- 33 Sainsbury's, 2 Park Street, Warwick
- 34 Sainsbury's, Coton End, Warwick

- 35 Sainsbury's, Leamington Shopping Park, Leamington Spa
- 36 Sainsbury's, Saltisford, Warwick
- 37 Sainsbury's, Warwick Road, Kenilworth
- 38 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 39 Tesco Metro, 22-24 The Parade, Leamington Spa
- 40 Tesco, Emscote Road, Warwick
- 41 Wilkinsons, Cannon Park Shopping Centre, Coventry
- 42 Wilkinsons, Station Road, Kenilworth
- 43 Kenilworth Town Centre
- 44 Leamington Spa Town Centre
- 45 Warwick Town Centre
- 46 Alcester
- 47 Banbury
- 48 Birmingham - Acocks Green
- 49 Birmingham - City Centre
- 50 Birmingham - Hall Green
- 51 Birmingham - Moseley
- 52 Birmingham - Sparkhill
- 53 Birmingham - Stirchley
- 54 Coventry
- 55 Daventry
- 56 Knowle
- 57 Milton Keynes
- 58 Northampton
- 59 Nuneaton
- 60 Redditch
- 61 Rugby
- 62 Shirley
- 63 Solihull
- 64 Stratford-upon-Avon
- 65 Welltham
- 66 Alvis Retail Park, Coventry
- 67 Gallagher Retail Park, Coventry
- 68 Leamington Shopping Park, Leamington Spa
- 69 Orchard Retail Park, Coventry
- 70 Warwickshire Retail Park, Coventry
- 71 Catalogue / Mail Order
- 72 Internet (specify retailer below e.g. Internet - Tesco)
- 73 Don't buy
- 74 Other (specify)

If = 72, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

Q13. Where do you normally do most of your households shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, etc.)?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER.'

- 1 Argos, Guy Street, Leamington Spa
- 2 Argos, Leamington Retail Park
- 3 Argos, Leamington Shopping Park, Leamington Spa
- 4 Asda Living, Warwickshire Shopping Park, Coventry
- 5 Asda, Chesterton Drive, Leamington Spa
- 6 B&Q, Alvis Retail Park, Coventry
- 7 Boots, Bertie Road, Kenilworth
- 8 Boots, Leamington Shopping Park, Leamington Spa
- 9 Boots, Market Street, Warwick
- 10 Boots, Oxford Street, Leamington Spa
- 11 Boots, Station Road, Kenilworth
- 12 Boots, The Parade, Leamington Spa
- 13 Carpet Right, Leamington Shopping Park, Leamington Spa

- 14 Co-op 34-56 Clemens Street, Leamington Spa
- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, High Street, Leamington Spa
- 17 Currys, Orchard Retail Park, Coventry
- 18 Currys, Tachbrook Park Drive, Leamington Spa
- 19 Dreams, Myton Road, Leamington Spa
- 20 Focus, Leamington Shopping Park, Leamington Spa
- 21 Halfords, Leamington Shopping Park, Leamington Spa
- 22 Homebase, Ernscombe Road, Leamington Spa
- 23 Homebase, Myton Road, Leamington Spa
- 24 House of Fraser, The Parade, Leamington Spa
- 25 Ikea, Croft Road, Coventry
- 26 Lidl, Myton Road, Leamington Spa
- 27 Marks & Spencer, 70 Parade, Leamington Spa
- 28 Morrisons, Old Warwick Road, Leamington Spa
- 29 Next, Leamington Shopping Park, Leamington Spa
- 30 Next, The Parade, Leamington Spa
- 31 Pets at Home, Myton Road, Leamington Spa
- 32 Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa
- 33 Sainsbury's, 2 Park Street, Warwick
- 34 Sainsbury's, Coton End, Warwick
- 35 Sainsbury's, Leamington Shopping Park, Leamington Spa
- 36 Sainsbury's, Saltisford, Warwick
- 37 Sainsbury's, Warwick Road, Kenilworth
- 38 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 39 Tesco Metro, 22-24 The Parade, Leamington Spa
- 40 Tesco, Ermscote Road, Warwick
- 41 Wilkinsons, Cannon Park Shopping Centre, Coventry
- 42 Wilkinsons, Station Road, Kenilworth
- 43 Kenilworth Town Centre
- 44 Leamington Spa Town Centre
- 45 Warwick Town Centre
- 46 Alcester
- 47 Banbury
- 48 Birmingham - Acocks Green
- 49 Birmingham - City Centre
- 50 Birmingham - Hall Green
- 51 Birmingham - Moseley
- 52 Birmingham - Sparkhill
- 53 Birmingham - Stirchley
- 54 Coventry
- 55 Daventry
- 56 Knowle
- 57 Milton Keynes
- 58 Northampton
- 59 Nuneaton
- 60 Redditch
- 61 Rugby
- 62 Shirley
- 63 Solihull
- 64 Stratford-upon-Avon
- 65 Welltham
- 66 Alvis Retail Park, Coventry
- 67 Gallagher Retail Park, Coventry
- 68 Leamington Shopping Park, Leamington Spa
- 69 Orchard Retail Park, Coventry
- 70 Warwickshire Retail Park, Coventry
- 71 Catalogue / Mail Order
- 72 Internet (specify retailer below e.g. Internet - Tesco)
- 73 Don't buy
- 74 Other (specify)

If = 72, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

Q14. Where do you normally do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER.'

- 1 Argos, Guy Street, Leamington Spa
- 2 Argos, Leamington Retail Park
- 3 Argos, Leamington Shopping Park, Leamington Spa
- 4 Asda Living, Warwickshire Shopping Park, Coventry
- 5 Asda, Chesterton Drive, Leamington Spa
- 6 B&Q, Alvis Retail Park, Coventry
- 7 Boots, Bertie Road, Kenilworth
- 8 Boots, Leamington Shopping Park, Leamington Spa
- 9 Boots, Market Street, Warwick
- 10 Boots, Oxford Street, Leamington Spa
- 11 Boots, Station Road, Kenilworth
- 12 Boots, The Parade, Leamington Spa
- 13 Carpet Right, Leamington Shopping Park, Leamington Spa
- 14 Co-op 34-56 Clemens Street, Leamington Spa
- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, High Street, Leamington Spa
- 17 Currys, Orchard Retail Park, Coventry
- 18 Currys, Tachbrook Park Drive, Leamington Spa
- 19 Dreams, Myton Road, Leamington Spa
- 20 Focus, Leamington Shopping Park, Leamington Spa
- 21 Halfords, Leamington Shopping Park, Leamington Spa
- 22 Homebase, Ernscombe Road, Leamington Spa
- 23 Homebase, Myton Road, Leamington Spa
- 24 House of Fraser, The Parade, Leamington Spa
- 25 Ikea, Croft Road, Coventry
- 26 Lidl, Myton Road, Leamington Spa
- 27 Marks & Spencer, 70 Parade, Leamington Spa
- 28 Morrisons, Old Warwick Road, Leamington Spa
- 29 Next, Leamington Shopping Park, Leamington Spa
- 30 Next, The Parade, Leamington Spa
- 31 Pets at Home, Myton Road, Leamington Spa
- 32 Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa
- 33 Sainsbury's, 2 Park Street, Warwick
- 34 Sainsbury's, Coton End, Warwick
- 35 Sainsbury's, Leamington Shopping Park, Leamington Spa
- 36 Sainsbury's, Saltisford, Warwick
- 37 Sainsbury's, Warwick Road, Kenilworth
- 38 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 39 Tesco Metro, 22-24 The Parade, Leamington Spa
- 40 Tesco, Ernscombe Road, Warwick
- 41 Wilkinsons, Cannon Park Shopping Centre, Coventry
- 42 Wilkinsons, Station Road, Kenilworth
- 43 Kenilworth Town Centre
- 44 Leamington Spa Town Centre
- 45 Warwick Town Centre
- 46 Alcester
- 47 Banbury
- 48 Birmingham - Acocks Green
- 49 Birmingham - City Centre
- 50 Birmingham - Hall Green
- 51 Birmingham - Moseley
- 52 Birmingham - Sparkhill
- 53 Birmingham - Stirchley
- 54 Coventry
- 55 Daventry

- 56 Knowle
- 57 Milton Keynes
- 58 Northampton
- 59 Nuneaton
- 60 Redditch
- 61 Rugby
- 62 Shirley
- 63 Solihull
- 64 Stratford-upon-Avon
- 65 Welltham
- 66 Alvis Retail Park, Coventry
- 67 Gallagher Retail Park, Coventry
- 68 Leamington Shopping Park, Leamington Spa
- 69 Orchard Retail Park, Coventry
- 70 Warwickshire Retail Park, Coventry
- 71 Catalogue / Mail Order
- 72 Internet (specify retailer below e.g. Internet - Tesco)
- 73 Don't buy
- 74 Other (specify)

If = 72, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

Q15. Where do you normally do most of your household's shopping for pets & pet related products?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER.'

- 1 Argos, Guy Street, Leamington Spa
- 2 Argos, Leamington Retail Park
- 3 Argos, Leamington Shopping Park, Leamington Spa
- 4 Asda Living, Warwickshire Shopping Park, Coventry
- 5 Asda, Chesterton Drive, Leamington Spa
- 6 B&Q, Alvis Retail Park, Coventry
- 7 Boots, Bertie Road, Kenilworth
- 8 Boots, Leamington Shopping Park, Leamington Spa
- 9 Boots, Market Street, Warwick
- 10 Boots, Oxford Street, Leamington Spa
- 11 Boots, Station Road, Kenilworth
- 12 Boots, The Parade, Leamington Spa
- 13 Carpet Right, Leamington Shopping Park, Leamington Spa
- 14 Co-op 34-56 Clemens Street, Leamington Spa
- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, High Street, Leamington Spa
- 17 Currys, Orchard Retail Park, Coventry
- 18 Currys, Tachbrook Park Drive, Leamington Spa
- 19 Dreams, Myton Road, Leamington Spa
- 20 Focus, Leamington Shopping Park, Leamington Spa
- 21 Halfords, Leamington Shopping Park, Leamington Spa
- 22 Homebase, Ernscombe Road, Leamington Spa
- 23 Homebase, Myton Road, Leamington Spa
- 24 House of Fraser, The Parade, Leamington Spa
- 25 Ikea, Croft Road, Coventry
- 26 Lidl, Myton Road, Leamington Spa
- 27 Marks & Spencer, 70 Parade, Leamington Spa
- 28 Morrisons, Old Warwick Road, Leamington Spa
- 29 Next, Leamington Shopping Park, Leamington Spa
- 30 Next, The Parade, Leamington Spa
- 31 Pets at Home, Myton Road, Leamington Spa
- 32 Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa
- 33 Sainsbury's, 2 Park Street, Warwick
- 34 Sainsbury's, Coton End, Warwick
- 35 Sainsbury's, Leamington Shopping Park, Leamington Spa

- 36 Sainsbury's, Saltisford, Warwick
- 37 Sainsbury's, Warwick Road, Kenilworth
- 38 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 39 Tesco Metro, 22-24 The Parade, Leamington Spa
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- 43 Kenilworth Town Centre
- 44 Leamington Spa Town Centre
- 45 Warwick Town Centre
- 46 Alcester
- 47 Banbury
- 48 Birmingham - Acocks Green
- 49 Birmingham - City Centre
- 50 Birmingham - Hall Green
- 51 Birmingham - Moseley
- 52 Birmingham - Sparkhill
- 53 Birmingham - Stirchley
- 54 Coventry
- 55 Daventry
- 56 Knowle
- 57 Milton Keynes
- 58 Northampton
- 59 Nuneaton
- 60 Redditch
- 61 Rugby
- 62 Shirley
- 63 Solihull
- 64 Stratford-upon-Avon
- 65 Welltham
- 66 Alvis Retail Park, Coventry
- 67 Gallagher Retail Park, Coventry
- 68 Leamington Shopping Park, Leamington Spa
- 69 Orchard Retail Park, Coventry
- 70 Warwickshire Retail Park, Coventry
- 71 Catalogue / Mail Order
- 72 Internet (specify retailer below e.g. Internet - Tesco)
- 73 Don't buy
- 74 Other (specify)

If = 72, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

Q16. Where do you normally do most of your households shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER.'

- 1 Argos, Guy Street, Leamington Spa
- 2 Argos, Leamington Retail Park
- 3 Argos, Leamington Shopping Park, Leamington Spa
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- 5 Asda, Chesterton Drive, Leamington Spa
- 6 B&Q, Alvis Retail Park, Coventry
- 7 Boots, Bertie Road, Kenilworth
- 8 Boots, Leamington Shopping Park, Leamington Spa
- 9 Boots, Market Street, Warwick
- 10 Boots, Oxford Street, Leamington Spa
- 11 Boots, Station Road, Kenilworth
- 12 Boots, The Parade, Leamington Spa
- 13 Carpet Right, Leamington Shopping Park, Leamington Spa
- 14 Co-op 34-56 Clemens Street, Leamington Spa

- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, High Street, Leamington Spa
- 17 Currys, Orchard Retail Park, Coventry
- 18 Currys, Tachbrook Park Drive, Leamington Spa
- 19 Dreams, Myton Road, Leamington Spa
- 20 Focus, Leamington Shopping Park, Leamington Spa
- 21 Halfords, Leamington Shopping Park, Leamington Spa
- 22 Homebase, Ernscombe Road, Leamington Spa
- 23 Homebase, Myton Road, Leamington Spa
- 24 House of Fraser, The Parade, Leamington Spa
- 25 Ikea, Croft Road, Coventry
- 26 Lidl, Myton Road, Leamington Spa
- 27 Marks & Spencer, 70 Parade, Leamington Spa
- 28 Morrisons, Old Warwick Road, Leamington Spa
- 29 Next, Leamington Shopping Park, Leamington Spa
- 30 Next, The Parade, Leamington Spa
- 31 Pets at Home, Myton Road, Leamington Spa
- 32 Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa
- 33 Sainsbury's, 2 Park Street, Warwick
- 34 Sainsbury's, Coton End, Warwick
- 35 Sainsbury's, Leamington Shopping Park, Leamington Spa
- 36 Sainsbury's, Saltisford, Warwick
- 37 Sainsbury's, Warwick Road, Kenilworth
- 38 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 39 Tesco Metro, 22-24 The Parade, Leamington Spa
- 40 Tesco, Ernscombe Road, Warwick
- 41 Wilkinsons, Cannon Park Shopping Centre, Coventry
- 42 Wilkinsons, Station Road, Kenilworth
- 43 Kenilworth Town Centre
- 44 Leamington Spa Town Centre
- 45 Warwick Town Centre
- 46 Alcester
- 47 Banbury
- 48 Birmingham - Acocks Green
- 49 Birmingham - City Centre
- 50 Birmingham - Hall Green
- 51 Birmingham - Moseley
- 52 Birmingham - Sparkhill
- 53 Birmingham - Stirchley
- 54 Coventry
- 55 Daventry
- 56 Knowle
- 57 Milton Keynes
- 58 Northampton
- 59 Nuneaton
- 60 Redditch
- 61 Rugby
- 62 Shirley
- 63 Solihull
- 64 Stratford-upon-Avon
- 65 Welltham
- 66 Alvis Retail Park, Coventry
- 67 Gallagher Retail Park, Coventry
- 68 Leamington Shopping Park, Leamington Spa
- 69 Orchard Retail Park, Coventry
- 70 Warwickshire Retail Park, Coventry
- 71 Catalogue / Mail Order
- 72 Internet (specify retailer below e.g. Internet - Tesco)
- 73 Don't buy
- 74 Other (specify)

If = 72, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

Q17. Where do you normally do most of your households shopping on personal/luxury goods including jewellery, china, glass, medicine and cosmetics?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER.'

- 1 Argos, Guy Street, Leamington Spa
- 2 Argos, Leamington Retail Park
- 3 Argos, Leamington Shopping Park, Leamington Spa
- 4 Asda Living, Warwickshire Shopping Park, Coventry
- 5 Asda, Chesterton Drive, Leamington Spa
- 6 B&Q, Alvis Retail Park, Coventry
- 7 Boots, Bertie Road, Kenilworth
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- 10 Boots, Oxford Street, Leamington Spa
- 11 Boots, Station Road, Kenilworth
- 12 Boots, The Parade, Leamington Spa
- 13 Carpet Right, Leamington Shopping Park, Leamington Spa
- 14 Co-op 34-56 Clemens Street, Leamington Spa
- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, High Street, Leamington Spa
- 17 Currys, Orchard Retail Park, Coventry
- 18 Currys, Tachbrook Park Drive, Leamington Spa
- 19 Dreams, Myton Road, Leamington Spa
- 20 Focus, Leamington Shopping Park, Leamington Spa
- 21 Halfords, Leamington Shopping Park, Leamington Spa
- 22 Homebase, Ernscombe Road, Leamington Spa
- 23 Homebase, Myton Road, Leamington Spa
- 24 House of Fraser, The Parade, Leamington Spa
- 25 Ikea, Croft Road, Coventry
- 26 Lidl, Myton Road, Leamington Spa
- 27 Marks & Spencer, 70 Parade, Leamington Spa
- 28 Morrisons, Old Warwick Road, Leamington Spa
- 29 Next, Leamington Shopping Park, Leamington Spa
- 30 Next, The Parade, Leamington Spa
- 31 Pets at Home, Myton Road, Leamington Spa
- 32 Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa
- 33 Sainsbury's, 2 Park Street, Warwick
- 34 Sainsbury's, Coton End, Warwick
- 35 Sainsbury's, Leamington Shopping Park, Leamington Spa
- 36 Sainsbury's, Saltisford, Warwick
- 37 Sainsbury's, Warwick Road, Kenilworth
- 38 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 39 Tesco Metro, 22-24 The Parade, Leamington Spa
- 40 Tesco, Ernscombe Road, Warwick
- 41 Wilkinsons, Cannon Park Shopping Centre, Coventry
- 42 Wilkinsons, Station Road, Kenilworth
- 43 Kenilworth Town Centre
- 44 Leamington Spa Town Centre
- 45 Warwick Town Centre
- 46 Alcester
- 47 Banbury
- 48 Birmingham - Acocks Green
- 49 Birmingham - City Centre
- 50 Birmingham - Hall Green
- 51 Birmingham - Moseley
- 52 Birmingham - Sparkhill
- 53 Birmingham - Stirchley
- 54 Coventry
- 55 Daventry

- 56 Knowle
- 57 Milton Keynes
- 58 Northampton
- 59 Nuneaton
- 60 Redditch
- 61 Rugby
- 62 Shirley
- 63 Solihull
- 64 Stratford-upon-Avon
- 65 Welltham
- 66 Alvis Retail Park, Coventry
- 67 Gallagher Retail Park, Coventry
- 68 Leamington Shopping Park, Leamington Spa
- 69 Orchard Retail Park, Coventry
- 70 Warwickshire Retail Park, Coventry
- 71 Catalogue / Mail Order
- 72 Internet (specify retailer below e.g. Internet - Tesco)
- 73 Don't buy
- 74 Other (specify)

If = 72, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

Q18. Where do you normally do most of your households shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER.'

- 1 Argos, Guy Street, Leamington Spa
- 2 Argos, Leamington Retail Park
- 3 Argos, Leamington Shopping Park, Leamington Spa
- 4 Asda Living, Warwickshire Shopping Park, Coventry
- 5 Asda, Chesterton Drive, Leamington Spa
- 6 B&Q, Alvis Retail Park, Coventry
- 7 Boots, Bertie Road, Kenilworth
- 8 Boots, Leamington Shopping Park, Leamington Spa
- 9 Boots, Market Street, Warwick
- 10 Boots, Oxford Street, Leamington Spa
- 11 Boots, Station Road, Kenilworth
- 12 Boots, The Parade, Leamington Spa
- 13 Carpet Right, Leamington Shopping Park, Leamington Spa
- 14 Co-op 34-56 Clemens Street, Leamington Spa
- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, High Street, Leamington Spa
- 17 Currys, Orchard Retail Park, Coventry
- 18 Currys, Tachbrook Park Drive, Leamington Spa
- 19 Dreams, Myton Road, Leamington Spa
- 20 Focus, Leamington Shopping Park, Leamington Spa
- 21 Halfords, Leamington Shopping Park, Leamington Spa
- 22 Homebase, Ernscombe Road, Leamington Spa
- 23 Homebase, Myton Road, Leamington Spa
- 24 House of Fraser, The Parade, Leamington Spa
- 25 Ikea, Croft Road, Coventry
- 26 Lidl, Myton Road, Leamington Spa
- 27 Marks & Spencer, 70 Parade, Leamington Spa
- 28 Morrisons, Old Warwick Road, Leamington Spa
- 29 Next, Leamington Shopping Park, Leamington Spa
- 30 Next, The Parade, Leamington Spa
- 31 Pets at Home, Myton Road, Leamington Spa
- 32 Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa
- 33 Sainsbury's, 2 Park Street, Warwick
- 34 Sainsbury's, Coton End, Warwick
- 35 Sainsbury's, Leamington Shopping Park, Leamington Spa

- 36 Sainsbury's, Saltisford, Warwick
- 37 Sainsbury's, Warwick Road, Kenilworth
- 38 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 39 Tesco Metro, 22-24 The Parade, Leamington Spa
- 40 Tesco, Emscote Road, Warwick
- 41 Wilkinsons, Cannon Park Shopping Centre, Coventry
- 42 Wilkinsons, Station Road, Kenilworth
- 43 Kenilworth Town Centre
- 44 Leamington Spa Town Centre
- 45 Warwick Town Centre
- 46 Alcester
- 47 Banbury
- 48 Birmingham - Acocks Green
- 49 Birmingham - City Centre
- 50 Birmingham - Hall Green
- 51 Birmingham - Moseley
- 52 Birmingham - Sparkhill
- 53 Birmingham - Stirchley
- 54 Coventry
- 55 Daventry
- 56 Knowle
- 57 Milton Keynes
- 58 Northampton
- 59 Nuneaton
- 60 Redditch
- 61 Rugby
- 62 Shirley
- 63 Solihull
- 64 Stratford-upon-Avon
- 65 Welltham
- 66 Alvis Retail Park, Coventry
- 67 Gallagher Retail Park, Coventry
- 68 Leamington Shopping Park, Leamington Spa
- 69 Orchard Retail Park, Coventry
- 70 Warwickshire Retail Park, Coventry
- 71 Catalogue / Mail Order
- 72 Internet (specify retailer below e.g. Internet - Tesco)
- 73 Don't buy
- 74 Other (specify)

If = 72, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

Q19. Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER.'

- 1 Argos, Guy Street, Leamington Spa
- 2 Argos, Leamington Retail Park
- 3 Argos, Leamington Shopping Park, Leamington Spa
- 4 Asda Living, Warwickshire Shopping Park, Coventry
- 5 Asda, Chesterton Drive, Leamington Spa
- 6 B&Q, Alvis Retail Park, Coventry
- 7 Boots, Bertie Road, Kenilworth
- 8 Boots, Leamington Shopping Park, Leamington Spa
- 9 Boots, Market Street, Warwick
- 10 Boots, Oxford Street, Leamington Spa
- 11 Boots, Station Road, Kenilworth
- 12 Boots, The Parade, Leamington Spa
- 13 Carpet Right, Leamington Shopping Park, Leamington Spa
- 14 Co-op 34-56 Clemens Street, Leamington Spa

- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, High Street, Leamington Spa
- 17 Currys, Orchard Retail Park, Coventry
- 18 Currys, Tachbrook Park Drive, Leamington Spa
- 19 Dreams, Myton Road, Leamington Spa
- 20 Focus, Leamington Shopping Park, Leamington Spa
- 21 Halfords, Leamington Shopping Park, Leamington Spa
- 22 Homebase, Ernscombe Road, Leamington Spa
- 23 Homebase, Myton Road, Leamington Spa
- 24 House of Fraser, The Parade, Leamington Spa
- 25 Ikea, Croft Road, Coventry
- 26 Lidl, Myton Road, Leamington Spa
- 27 Marks & Spencer, 70 Parade, Leamington Spa
- 28 Morrisons, Old Warwick Road, Leamington Spa
- 29 Next, Leamington Shopping Park, Leamington Spa
- 30 Next, The Parade, Leamington Spa
- 31 Pets at Home, Myton Road, Leamington Spa
- 32 Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa
- 33 Sainsbury's, 2 Park Street, Warwick
- 34 Sainsbury's, Coton End, Warwick
- 35 Sainsbury's, Leamington Shopping Park, Leamington Spa
- 36 Sainsbury's, Saltisford, Warwick
- 37 Sainsbury's, Warwick Road, Kenilworth
- 38 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 39 Tesco Metro, 22-24 The Parade, Leamington Spa
- 40 Tesco, Ermscote Road, Warwick
- 41 Wilkinsons, Cannon Park Shopping Centre, Coventry
- 42 Wilkinsons, Station Road, Kenilworth
- 43 Kenilworth Town Centre
- 44 Leamington Spa Town Centre
- 45 Warwick Town Centre
- 46 Alcester
- 47 Banbury
- 48 Birmingham - Acocks Green
- 49 Birmingham - City Centre
- 50 Birmingham - Hall Green
- 51 Birmingham - Moseley
- 52 Birmingham - Sparkhill
- 53 Birmingham - Stirchley
- 54 Coventry
- 55 Daventry
- 56 Knowle
- 57 Milton Keynes
- 58 Northampton
- 59 Nuneaton
- 60 Redditch
- 61 Rugby
- 62 Shirley
- 63 Solihull
- 64 Stratford-upon-Avon
- 65 Welltham
- 66 Alvis Retail Park, Coventry
- 67 Gallagher Retail Park, Coventry
- 68 Leamington Shopping Park, Leamington Spa
- 69 Orchard Retail Park, Coventry
- 70 Warwickshire Retail Park, Coventry
- 71 Catalogue / Mail Order
- 72 Internet (specify retailer below e.g. Internet - Tesco)
- 73 Don't buy
- 74 Other (specify)

If = 72, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

Q20. Where do you do most of your households shopping for large domestic appliances such as washing machines, fridges, cookers, etc?

DO NOT READ OUT. MARK ONE BOX ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

IF INTERNET / CATALOGUE PLEASE RECORD THE NAME OF RETAILER. E.G. 'INTERNET - NAME OF RETAILER' OR 'CATALOGUE - NAME OF RETAILER.'

- 1 Argos, Guy Street, Leamington Spa
- 2 Argos, Leamington Retail Park
- 3 Argos, Leamington Shopping Park, Leamington Spa
- 4 Asda Living, Warwickshire Shopping Park, Coventry
- 5 Asda, Chesterton Drive, Leamington Spa
- 6 B&Q, Alvis Retail Park, Coventry
- 7 Boots, Bertie Road, Kenilworth
- 8 Boots, Leamington Shopping Park, Leamington Spa
- 9 Boots, Market Street, Warwick
- 10 Boots, Oxford Street, Leamington Spa
- 11 Boots, Station Road, Kenilworth
- 12 Boots, The Parade, Leamington Spa
- 13 Carpet Right, Leamington Shopping Park, Leamington Spa
- 14 Co-op 34-56 Clemens Street, Leamington Spa
- 15 Co-op, Cressida Drive, Warwick
- 16 Co-op, High Street, Leamington Spa
- 17 Currys, Orchard Retail Park, Coventry
- 18 Currys, Tachbrook Park Drive, Leamington Spa
- 19 Dreams, Myton Road, Leamington Spa
- 20 Focus, Leamington Shopping Park, Leamington Spa
- 21 Halfords, Leamington Shopping Park, Leamington Spa
- 22 Homebase, Ernscombe Road, Leamington Spa
- 23 Homebase, Myton Road, Leamington Spa
- 24 House of Fraser, The Parade, Leamington Spa
- 25 Ikea, Croft Road, Coventry
- 26 Lidl, Myton Road, Leamington Spa
- 27 Marks & Spencer, 70 Parade, Leamington Spa
- 28 Morrisons, Old Warwick Road, Leamington Spa
- 29 Next, Leamington Shopping Park, Leamington Spa
- 30 Next, The Parade, Leamington Spa
- 31 Pets at Home, Myton Road, Leamington Spa
- 32 Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa
- 33 Sainsbury's, 2 Park Street, Warwick
- 34 Sainsbury's, Coton End, Warwick
- 35 Sainsbury's, Leamington Shopping Park, Leamington Spa
- 36 Sainsbury's, Saltisford, Warwick
- 37 Sainsbury's, Warwick Road, Kenilworth
- 38 Tesco Express, Units 1&2 Leyes Lane, Kenilworth
- 39 Tesco Metro, 22-24 The Parade, Leamington Spa
- 40 Tesco, Ernscombe Road, Warwick
- 41 Wilkinsons, Cannon Park Shopping Centre, Coventry
- 42 Wilkinsons, Station Road, Kenilworth
- 43 Kenilworth Town Centre
- 44 Leamington Spa Town Centre
- 45 Warwick Town Centre
- 46 Alcester
- 47 Banbury
- 48 Birmingham - Acocks Green
- 49 Birmingham - City Centre
- 50 Birmingham - Hall Green
- 51 Birmingham - Moseley
- 52 Birmingham - Sparkhill
- 53 Birmingham - Stirchley
- 54 Coventry
- 55 Daventry

- 56 Knowle
- 57 Milton Keynes
- 58 Northampton
- 59 Nuneaton
- 60 Redditch
- 61 Rugby
- 62 Shirley
- 63 Solihull
- 64 Stratford-upon-Avon
- 65 Welltham
- 66 Alvis Retail Park, Coventry
- 67 Gallagher Retail Park, Coventry
- 68 Leamington Shopping Park, Leamington Spa
- 69 Orchard Retail Park, Coventry
- 70 Warwickshire Retail Park, Coventry
- 71 Catalogue / Mail Order
- 72 Internet (specify retailer below e.g. Internet - Tesco)
- 73 Don't buy
- 74 Other (specify)

If = 72, Prompt interviewee with message 'Please deselect and specify retailer under 'Other'

E.G. 'Internet - Amazon'

I would now like to ask you some questions about visiting other locations:

Q21. How often do you or your household visit Leamington Spa for shopping?

DO NOT READ OUT. MARK ONE BOX ONLY.

- 1 Daily
- 2 Twice a week or more
- 3 Once a week
- 4 Every two weeks
- 5 Monthly
- 6 Twice monthly
- 7 Every few months
- 8 Once a year or less
- 9 Never

Q22. What, if anything, would make you visit Leamington Spa to shop more often?

DO NOT READ OUT. MARK UP TO THREE RESPONSES ONLY.

(3 maximum responses)

- 1 Attractive environment
- 2 Cinema
- 3 Cleanliness
- 4 Close to friends/ family
- 5 Close to home
- 6 Close to work/ en route to work
- 7 Compact
- 8 Easily accessible by foot/ cycle
- 9 Friendly atmosphere
- 10 Good and/ or free car parking
- 11 Good bus service/ accessible public transport
- 12 Good disabled access
- 13 Good prices
- 14 Good range of chain/ well known stores
- 15 Good range of independent stores
- 16 Particular store (specify)
- 17 Habit/ always used it
- 18 Indoor shopping malls/ arcades
- 19 Large shopping area
- 20 Market
- 21 Not overcrowded / not too busy
- 22 Opening hours
- 23 Part of an overall day out
- 24 Pedestrianised
- 25 Range of goods available
- 26 Restaurant / cafes

- 27 Safe shopping environment
- 28 Nothing / very little
- 29 Other (specify)

If Size(??Q22_1??) + Size(??Q22_2??) > 3, Prompt interviewee with message 'You may only select up to three responses'
If Size(??Q22_1??) + Size(??Q22_2??) = 0, Prompt interviewee with message 'You must select at least one response'

Please amend'
Please amend'

Q23. How often do you or your household visit Warwick Town Centre for shopping?

DO NOT READ OUT. MARK ONE BOX ONLY.

- 1 Daily
- 2 Twice a week or more
- 3 Once a week
- 4 Every two weeks
- 5 Monthly
- 6 Twice monthly
- 7 Every few months
- 8 Once a year or less
- 9 Never

Q24. What, if anything, would make you visit Warwick to shop more often?

DO NOT READ OUT. MARK UP TO THREE RESPONSES ONLY.

(3 maximum responses)

- 1 Attractive environment
- 2 Cinema
- 3 Cleanliness
- 4 Close to friends/ family
- 5 Close to home
- 6 Close to work/ en route to work
- 7 Compact
- 8 Easily accessible by foot/ cycle
- 9 Friendly atmosphere
- 10 Good and/ or free car parking
- 11 Good bus service/ accessible public transport
- 12 Good disabled access
- 13 Good prices
- 14 Good range of chain/ well known stores
- 15 Good range of independent stores
- 16 Particular store (specify)
- 17 Habit/ always used it
- 18 Indoor shopping malls/ arcades
- 19 Large shopping area
- 20 Market
- 21 Not overcrowded / not too busy
- 22 Opening hours
- 23 Part of an overall day out
- 24 Pedestrianised
- 25 Range of goods available
- 26 Restaurant / cafes
- 27 Safe shopping environment
- 28 Nothing / very little
- 29 Other (specify)

If Size(??Q24_1??) + Size(??Q24_2??) > 3, Prompt interviewee with message 'You may only select up to three responses'
If Size(??Q24_1??) + Size(??Q24_2??) = 0, Prompt interviewee with message 'You must select at least one response'

Please amend'
Please amend'

Q25. How often do you or your household visit Kenilworth for shopping?

DO NOT READ OUT. MARK ONE BOX ONLY.

- 1 Daily
- 2 Twice a week or more
- 3 Once a week
- 4 Every two weeks
- 5 Monthly
- 6 Twice monthly
- 7 Every few months
- 8 Once a year or less
- 9 Never

Q26. What, if anything, would make you visit Kenilworth to shop more often?

DO NOT READ OUT. MARK UP TO THREE RESPONSES ONLY.

(3 maximum responses)

- 1 Attractive environment
- 2 Cinema
- 3 Cleanliness
- 4 Close to friends/ family
- 5 Close to home
- 6 Close to work/ en route to work
- 7 Compact
- 8 Easily accessible by foot/ cycle
- 9 Friendly atmosphere
- 10 Good and/ or free car parking
- 11 Good bus service/ accessible public transport
- 12 Good disabled access
- 13 Good prices
- 14 Good range of chain/ well known stores
- 15 Good range of independent stores
- 16 Particular store (specify)
- 17 Habit/ always used it
- 18 Indoor shopping malls/ arcades
- 19 Large shopping area
- 20 Market
- 21 Not overcrowded / not too busy
- 22 Opening hours
- 23 Part of an overall day out
- 24 Pedestrianised
- 25 Range of goods available
- 26 Restaurant / cafes
- 27 Safe shopping environment
- 28 Nothing / very little
- 29 Other (specify)

If Size(??Q26_1??) + Size(??Q26_2??) > 3, Prompt interviewee with message 'You may only select up to three responses
If Size(??Q26_1??) + Size(??Q26_2??) = 0, Prompt interviewee with message 'You must select at least one response

Please amend'
Please amend'

Now a few questions about your leisure activities:

Q27. Do you or your household visit the following leisure attractions?

READ OUT. MARK ALL THAT APPLY

IF NO 'OTHER' LEAVE TEXT BOX BLANK. FAILURE TO DO SO WILL AFFECT ROUTING

(8 maximum responses)

- 1 Bingo / Casino
- 2 Cinema
- 3 Gym / Healthclub / Sports Facility
- 4 Museum / gallery or place of historical / cultural interest / theatre
- 5 Pub/ Bar / nightclub / music venue
- 6 Restaurant
- 7 Tenpin bowling
- 8 None of the above (DO NOT READ OUT)
- 9 Other (specify)

If <> 1, do not ask 'Q27a'

If <> 2, do not ask 'Q27b'

If <> 3, do not ask 'Q27c'

If <> 4, do not ask 'Q27d'

If <> 5, do not ask 'Q27e'

If <> 6, do not ask 'Q27f'

If <> 7, do not ask 'Q27g'

If = 8, do not ask 'Q27'

If true, set '+??Q27_1?? Union On(??Q27aOther?? <> """,8,0)' to question 'Q27LOOP'

If Size(??Q27_1??) = 0 AND ??Q27aOther?? = "", Prompt interviewee with message 'You must select at least one response or enter an 'Other' response Please Amend'

If ??Q27aOther?? = "", do not ask 'Q27h'

If ??Q27_1?? Has 8, Prompt interviewee with message 'Select 'Yes' to confirm that no other leisure activity is selected'

Q27. How often do you or your household visit the following leisure attractions?

READ OUT. MARK ONE BOX PER ROW

	1 Once a week	2 Once a fortnight	3 Once a month	4 Once every two months	5 Once every six months	6 Once a year	7 Don't know / varies (DO NOT READ OUT)
Bingo / Casino	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gym / Healthclub / Sports Facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museum / gallery or place of historical / cultural interest / theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pub/ Bar / nightclub / music venue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tenpin bowling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
??Q27aOther??	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q27a. Where do you or members of your household normally go to play bingo?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF 'OTHER' OR RESPONDENT STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

- 1 Canley Sports & Social Club, Marler Road, Coventry
- 2 Cheylesmore Social Club, Quinton Park, Chelyesmore, Coventry
- 3 Gala Bingo, Banbury
- 4 Gala Bingo, Coventry
- 5 Gala Bingo, North Street, Rugby
- 6 Iris Lees Day Club, Chapel Street, Warwick
- 7 Kineton Village Hall
- 8 Pool Meadow
- 9 Rugby
- 10 The Nelson Club, Charles Street, Warwick
- 11 The Royal British Legion, Kimberley Road, Baginton, Coventry
- 12 The Royal British Legion, Warwick Road, Knowle
- 13 Tiddington
- 14 Warwick City Centre
- 15 Wooton
- 16 Other (specify)

Q27b. Where do you or members of your household normally go to the cinema?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF 'OTHER' OR RESPONDENT STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

- 1 Apollo, Kingfisher Square, Redditch
- 2 Cineworld, Leicester Road, Rugby
- 3 Cineworld, Mill Lane Arcade, Solihull
- 4 Odeon Cinema, Horse Fair, Banbury
- 5 Showcase Cinema, Gielgud Way, Cross Point Business Park, Coventry
- 6 Showcase Cinema, Walsgrave
- 7 Skydome Arena, Croft Road, Coventry
- 8 Stratford Picture House, Windsor Street, Stratford-upon-Avon
- 9 The Apollo, Portland Place East, Leamington Spa
- 10 The Odeon, Coventry
- 11 The Royal Cinema, Royal Spas Centre, Leamington Spa
- 12 UGC Cinema, Ladywell Walk, Birmingham
- 13 Warwick Arts Centre, Gibbet Hill Road, Coventry
- 14 Other (specify)

Q27c. Where do you or members of your household normally go to use a gym/healthclub/sports facility?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF 'OTHER' OR RESPONDENT STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

- 1 Alveston Manor Health Centre, Stratford-upon-Avon
- 2 Ardencote Manor Leisure Club, Warwick
- 3 AT7, Bell Green Road, Coventry
- 4 Bannatyne Fitness Ltd, Widney Manor, Saintbury Drive, Solihull
- 5 Billesley Manor Hotel, Billesley, Alcester
- 6 Bizz Fitness, Spencer Street, Leamington Spa
- 7 Brandon Hall Hotel, Main Street, Brandon, Coventry
- 8 Cannons Health Club
- 9 Cannons Health Club, Leamington Spa
- 10 Castle Farm Recreation Centre, Kenilworth
- 11 Church Hall, Coventry

- 12 Coventy City Supporters Club, Freehold Street, Coventry
- 13 David Lloyd, Monkspath Leisure Park, Solihull
- 14 Esporta, Abbey Road, Coventry
- 15 Fitness First, Cannon Park, Demontfort Way, Coventry
- 16 Gilliland Martial Arts Academy, Spencer Street, Leamington Spa
- 17 Healthworks Fitness Studio, Western Road, Stratford-upon-Avon
- 18 Holiday Inn, Bridgefoot, Stratford-upon-Avon
- 19 Holly Trinity Church Old town, Stratford Upon-Avon
- 20 John Atkinson Sports Centre (Myton School), Warwick
- 21 LA Fitness, Warwick
- 22 Leamington Spa
- 23 Leamington Spa Tennis Club
- 24 Leisure Centre, Stratford-upon-Avon
- 25 Living Well Health Club, Hilton National, Warwick
- 26 Macdonald Hotels, Banbury Road, Stratford-Upon-Avon
- 27 Meadows Community Sports Centre (Kenilworth School), Kenilworth
- 28 Midland Sports Centre, Cromwell Lane, Coventry
- 29 Newbold Comyn Leisure Centre, Leamington Spa
- 30 Nuffield Health, Warwick
- 31 Personal trainer, Leamington Spa
- 32 Pinkx Gym, Coventry
- 33 Pinx Fitness, Radford Road, Leamington Spa
- 34 Pure Health Club, Bedford Street, Leamington Spa
- 35 Results 4 U, Champion School, Sydenham Drive, Leamington Spa
- 36 Rugby School gymnasium, Barby Road, Rugby
- 37 Southam
- 38 Southam Leisure Centre, Welsh Road West, Southam
- 39 St. Nicholas Park Leisure Centre, Warwick
- 40 Stockton
- 41 Stratford Leisure & Visitor Centre, Bridgefoot, Stratford-up
- 42 Studley Leisure Centre, Pool Road, Studley
- 43 Sydenham Sports Centre (Campion School and Community College), Leamington Spa
- 44 The Coventry Sports & Leisure Centre, Fairfax Street, Coventry
- 45 The Garden Gym, Leamington Spa
- 46 The Menzies Spa and Golf Club, Warwick Road, Stratford-upon-
- 47 The Warwickshire Golf and Country Club, Leek Wootton, Warwick
- 48 Tudor Grange Leisure Centre, Blossomfield Road, Solihull
- 49 Village Hotel & Leisure Club, Dolomite Avenue, Coventry
- 50 Virgin Active, Blythe Gate, Shirley, Solihull
- 51 Walton Hall, Walton
- 52 Warwick Boat Club, Mill Street, Warwick
- 53 Wildmoor Spa & Health Club, Alcester Road, Stratford-upon-Avon
- 54 Wolston Leisure and Community Centre
- 55 Kenilworth Town Centre
- 56 Leamington Spa Town Centre
- 57 Warwick Town Centre
- 58 Alcester
- 59 Banbury
- 60 Birmingham - Acocks Green
- 61 Birmingham - Hall Green
- 62 Birmingham - Moseley
- 63 Birmingham - Sparkhill
- 64 Birmingham - Stirchley
- 65 Coventry
- 66 Daventry
- 67 Knowle
- 68 Milton Keynes
- 69 Northampton
- 70 Nuneaton
- 71 Redditch
- 72 Rugby
- 73 Shirley
- 74 Solihull
- 75 Stratford-upon-Avon
- 76 Welltham
- 77 Varies
- 78 Other (specify)

Q27d. Where do you or members of your household normally go to a museum, theatre, gallery, or other place of historical/cultural interest?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF 'OTHER' OR RESPONDENT STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

- 1 Alcester
- 2 Banbury
- 3 Birmingham - Acocks Green
- 4 Birmingham - Hall Green
- 5 Birmingham - Moseley
- 6 Birmingham - Sparkhill
- 7 Birmingham - Stirchley
- 8 Coventry
- 9 Daventry
- 10 Kenilworth Town Centre
- 11 Knowle
- 12 Leamington Spa Town Centre
- 13 Milton Keynes
- 14 Northampton
- 15 Nuneaton
- 16 Redditch
- 17 Rugby
- 18 Shirley
- 19 Solihull
- 20 Stratford-upon-Avon
- 21 Warwick Town Centre
- 22 Welltham
- 23 Other (specify)

Q27e. Where do you or members of your household normally go to a pub/bar/nightclub/music venue?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF 'OTHER' OR RESPONDENT STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

- 1 Alcester
- 2 Banbury
- 3 Birmingham - Acocks Green
- 4 Birmingham - Hall Green
- 5 Birmingham - Moseley
- 6 Birmingham - Sparkhill
- 7 Birmingham - Stirchley
- 8 Coventry
- 9 Daventry
- 10 Kenilworth Town Centre
- 11 Knowle
- 12 Leamington Spa Town Centre
- 13 Milton Keynes
- 14 Northampton
- 15 Nuneaton
- 16 Redditch
- 17 Rugby
- 18 Shirley
- 19 Solihull
- 20 Stratford-upon-Avon
- 21 Warwick Town Centre
- 22 Welltham
- 23 Other (specify)

Q27f. Where do you or members of your household normally go to a restaurant?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF 'OTHER' OR RESPONDENT STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

- 1 Alcester
- 2 Banbury
- 3 Birmingham - Acocks Green
- 4 Birmingham - Hall Green
- 5 Birmingham - Moseley
- 6 Birmingham - Sparkhill
- 7 Birmingham - Stirchley
- 8 Coventry
- 9 Daventry
- 10 Kenilworth Town Centre
- 11 Knowle
- 12 Leamington Spa Town Centre
- 13 Milton Keynes
- 14 Northampton
- 15 Nuneaton
- 16 Redditch
- 17 Rugby
- 18 Shirley
- 19 Solihull
- 20 Stratford-upon-Avon
- 21 Warwick Town Centre
- 22 Welltham
- 23 Other (specify)

Q27g. Where do you or members of your household normally go tenpin bowling?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF 'OTHER' OR RESPONDENT STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

- 1 Hollywood Bowl, Park Way, Rubery
- 2 Tenpin Bowling, Cross Point, Business Park, Coventry
- 3 Tenpin Bowling, Leamington Spa
- 4 Other (specify)

Q27h. Where do you or members of your household normally go for Q27aOther?

DO NOT READ OUT. MARK ONE BOX ONLY.

IF 'OTHER' OR RESPONDENT STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

- 1 Alcester
- 2 Banbury
- 3 Birmingham - Acocks Green
- 4 Birmingham - Hall Green
- 5 Birmingham - Moseley
- 6 Birmingham - Sparkhill
- 7 Birmingham - Stirchley
- 8 Coventry
- 9 Daventry
- 10 Kenilworth Town Centre
- 11 Knowle
- 12 Leamington Spa Town Centre
- 13 Milton Keynes
- 14 Northampton
- 15 Nuneaton

- 16 Redditch
- 17 Rugby
- 18 Shirley
- 19 Solihull
- 20 Stratford-upon-Avon
- 21 Warwick Town Centre
- 22 Welltham
- 23 Other (specify)

Demographics: Please READ OUT Statement:

Finally, I would like to ask you a few questions about yourself and your household. These are for survey control purposes only and the results will not be released identifying you by name.

Q28. Which of the following age bands do you fall into?

READ OUT. MARK ONE BOX ONLY.

- 1 18 - 24 years
- 2 25 - 34 years
- 3 35 - 44 years
- 4 45 - 54 years
- 5 55 - 64 years
- 6 65 years or above
- 7 Refused (DO NOT READ OUT)

Q29a. What is the occupation of the chief wage earner in your household?

**IF RETIRED, ASK FOR PREVIOUS OCCUPATION
IF REFUSED, PLEASE TYPE IN 'REFUSED'**

Q29b. SEG

- 1 A/B
- 2 C1
- 3 C2
- 4 D/E
- 5 Refused

Q30. How many people including yourself, live in your household, who are:

READ OUT. MARK ONE BOX ON EACH ROW.

	1 None	2 One	3 Two	4 Three	5 Four or more	6 Refused (DO NOT READ OUT)
Adults aged 16 years and over	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children aged 15 years and under	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q31. How many cars does your household own or have the use of?

DO NOT READ OUT. MARK ONE BOX ONLY.

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 Refused

Q32. Would you be willing to be re-contacted for future quality control purposes?

INTERVIEWER NOTE: This will involve an interviewer contacting you and asking you a few brief questions to verify and monitor the quality of this call.

- 1 Yes
- 2 No

Q33. Gender of respondent

RECORD BY OBSERVATION

- 1 Male
- 2 Female

INTERVIEWERS PLEASE READ OUT TO ALL RESPONDENTS:

Thank you for participating in this survey. If you wish to check the credentials of RMG:Clarity, I can provide the telephone number for the Market Research Society, who will be able to verify our company.

Would you like to take the number? 0500 39 69 99

Please check your work because once you move on you will not be able to return to this record.

- 1 Checking (Return to start of survey)
- 2 Continue to end of survey

If = 1, goto 'Intro'

Enter your initials to complete the survey

If true, set 'AgentName' to question 'S_Agent Name'

APPENDIX TWO – WEIGHTED RESULTS TABULATIONS BY ZONE

Q1. Can I ask which of the following is the closest main TOWN CENTRE to where you live (i.e. not local villages, etc.)?

		Zone																					
		Base: All respondents		1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Banbury		15	1.5%	0	.0%	0	.0%	0	.0%	8	8.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	9.3%
Coventry		179	17.9%	0	.0%	0	.0%	0	.0%	0	.0%	44	51.8%	133	93.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Daventry		7	.7%	0	.0%	0	.0%	0	.0%	4	4.3%	1	1.2%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth		88	8.8%	0	.0%	2	1.9%	0	.0%	0	.0%	1	1.2%	6	4.2%	77	95.1%	2	2.2%	0	.0%	0	.0%
Knowle		5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.4%	0	.0%	0	.0%
Leamington Spa		304	30.4%	106	97.2%	31	29.5%	105	99.1%	41	44.1%	9	10.6%	1	.7%	2	2.5%	1	1.1%	1	.9%	7	9.3%
Redditch		3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
Rugby		36	3.6%	0	.0%	0	.0%	0	.0%	7	7.5%	29	34.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shirley		6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	6.5%	0	.0%	0	.0%
Solihull		45	4.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	44	47.3%	0	.0%	0	.0%
Stratford-upon-Avon		148	14.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	8.6%	84	76.4%	56	74.7%
Warwick		128	12.8%	2	1.8%	72	68.6%	1	.9%	2	2.2%	0	.0%	0	.0%	0	.0%	21	22.6%	25	22.7%	5	6.7%
Cannon Park		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Henley-in-Arden		3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
Lillington		1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam		31	3.1%	0	.0%	0	.0%	0	.0%	30	32.3%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other																							

Q2. In which store do you normally shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk 'trolley' purchases)?

		Zone																					
		Base: All respondents		1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

(C...

Q2. In which store do you normally shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk 'trolley' purchases?)

	Zone																					
	Base: All respondents		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Sainsbury's, Leamington Shopping Park, Leamington Spa	88	8.8%	25	22.9%	15	14.3%	22	20.8%	11	11.8%	0	.0%	2	1.4%	1	1.2%	1	1.1%	3	2.7%	8	10.7%
Asda, Chesterton Drive, Leamington Spa	83	8.3%	13	11.9%	4	3.8%	48	45.3%	14	15.1%	0	.0%	0	.0%	2	2.5%	1	1.1%	0	.0%	1	1.3%
Tesco, Emscote Road, Warwick	78	7.8%	26	23.9%	26	24.8%	8	7.5%	1	1.1%	0	.0%	0	.0%	7	8.6%	3	3.2%	5	4.5%	2	2.7%
Tesco, Birmingham Road, Stratford-upon-Avon	50	5.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	4	4.3%	28	25.5%	17	22.7%
Morrisons, Alcester Road, Stratford upon Avon	45	4.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	2	2.2%	33	30.0%	9	12.0%
Sainsbury's, Saltisford, Warwick	45	4.5%	3	2.8%	20	19.0%	1	.9%	2	2.2%	0	.0%	0	.0%	1	1.2%	11	11.8%	7	6.4%	0	.0%
Sainsbury's, Warwick Road, Kenilworth	42	4.2%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	4	2.8%	35	43.2%	1	1.1%	0	.0%	0	.0%
Tesco Metro, 22-24 The Parade, Leamington Spa	34	3.4%	19	17.4%	5	4.8%	6	5.7%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Asda, Abbey Park, Coventry	32	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	14	16.5%	18	12.6%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cannon Park Centre, Lynchgate Road, Coventry	32	3.2%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	28	19.6%	2	2.5%	0	.0%	0	.0%	0	.0%
Waitrose, Bertie Road, Kenilworth	29	2.9%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	4	2.8%	20	24.7%	3	3.2%	0	.0%	0	.0%
Sainsbury's, Fletchhamstead Highway, Coventry	26	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	24	16.8%	1	1.2%	0	.0%	0	.0%	0	.0%
Morrisons, Old Warwick Road, Leamington Spa	24	2.4%	7	6.4%	5	4.8%	10	9.4%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Internet	24	2.4%	1	.9%	3	2.9%	3	2.8%	3	3.2%	2	2.4%	2	1.4%	2	2.5%	2	2.2%	1	.9%	5	6.7%
Sainsbury's, Coton End, Warwick	19	1.9%	3	2.8%	8	7.6%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	2	2.2%	4	3.6%	1	1.3%
Morrisons, Binley, Coventry	18	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	11	12.9%	7	4.9%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Austin Drive, Coventry	13	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	8.4%	0	.0%	0	.0%	0	.0%	1	1.3%
Tesco, Clifford Bridge Road, Walsgrave, Coventry	13	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	11	12.9%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Dunchurch Road, Rugby	12	1.2%	0	.0%	0	.0%	0	.0%	3	3.2%	9	10.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Bridge Street, Stratford-upon-Avon	11	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	8.2%	2	2.7%
Morrisons, Alvis Retail Park, Holyhead Road, Coventry	11	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	8	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Stratford Road, Shirley, Solihull	11	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	10.8%	1	.9%	0	.0%
Tesco, St. Johns Way, Knowle, Solihull	10	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	10.8%	0	.0%	0	.0%
Aldi, Cannors Way, Stratford-upon-Avon	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	5	6.7%
Tesco, Monkspath Business Park, Solihull	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	9.7%	0	.0%	0	.0%
Lidl, Myton Road, Leamington Spa	8	.8%	1	.9%	4	3.8%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.3%
Sainsbury's, The Saltisford, Warwick	8	.8%	0	.0%	3	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	4	3.6%	0	.0%
Sainsbury's, Trinity Street, Coventry	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	7	4.9%	0	.0%	0	.0%	0	.0%	0	.0%

Q2. In which store do you normally shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk 'trolley' purchases?)

	Zone																					
	Base: All respondents		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op, Loxley Close, Wellesbourne	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	6	8.0%
Marks & Spencer, 70 Parade, Leamington Spa	7	.7%	3	2.8%	1	1.0%	0	.0%	1	1.1%	1	1.2%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Tesco, Arena Park, Phoenix Way, Coventry	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.2%	1	1.2%	0	.0%	0	.0%	0	.0%
Sainsbury's, 2 Park Street, Warwick	6	.6%	0	.0%	3	2.9%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
Co-op, Coventry Street, Southam	5	.5%	0	.0%	0	.0%	0	.0%	5	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Clearwell Road, Redditch	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.4%	0	.0%	0	.0%
Tesco, Leicester Road, Rugby	5	.5%	1	.9%	0	.0%	0	.0%	0	.0%	4	4.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Warwick Road, Solihull	5	.5%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
Marks & Spencer, Upper Precinct, Coventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Clifton Road, Rugby	4	.4%	0	.0%	0	.0%	0	.0%	1	1.1%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Jubilee Cross, Lychgate Road, Coventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Stratford Road, Solihull	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
Waitrose, Stratford Road, Hall Green, Birmingham	4	.4%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	1	.9%	0	.0%
Aldi, Radford Road, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Chapel Street, Rugby	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Mill Lane, Solihull	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
Morrisons, George Road, Solihull	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
Sainsbury's, Bridge Street, Stratford-upon-Avon	3	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	.9%	0	.0%
Tesco Express, Sheldon Square, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Newstreet, Daventry	3	.3%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Bowen Square, Daventry	3	.3%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Paddox Close, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Asda, Walsgrave Retail Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Leamington Spa	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, 56 Bath Street, Leamington Spa	2	.2%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Units 1&2 Leyes Lane, Kenilworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Aldi, Central Park, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Sheaf Street, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Jubilee Crescent, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Henley Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Co-op, Townsend Lane, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q2. In which store do you normally shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk 'trolley' purchases)?

	Zone																					
	Base: All respondents		1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Iceland, The Clock Towers Shopping Centre, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Bilton Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Dorridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Local stores, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Local stores, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Morrisons, Parkgate Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Abbey Retail Park, Redditch	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Walsgrave Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Shakespeare Centre, Redditch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%

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Q2. In which store do you normally shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk 'trolley' purchases?)

		Zone																					
		Base: All respondents		1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Kineton Road Industrial Estate, Southam	22	2.2%	0	.0%	0	.0%	0	.0%	22	23.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, The Rosebird Centre, Stratford-upon-Avon	11	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	8	10.7%
	Aldi, Queensway, Leamington Spa	6	.6%	0	.0%	0	.0%	2	1.9%	1	1.1%	2	2.4%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Shires Retail Park, Warwick	6	.6%	2	1.8%	2	1.9%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Lockheed Close, Banbury	5	.5%	0	.0%	0	.0%	1	.9%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Marks & Spencer, Maybird Retail Park, Stratford-upon-Avon	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	0	.0%
	Aldi, Ruscoste Avenue, Banbury	3	.3%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Station Road, Knowle	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
	Marks & Spencer, Market Street, Warwick	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Morrisons, Swan Close, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Tesco, Banbury Road, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.3%
	Tesco, Cannon Park Centre, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Alcester Road South, Maypole, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Clarkes, Warwick Street, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Church Road, Long Itchington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Earlsdon Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Henley-in-Arden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Co-op, High Street, Ryton on Dunsmore	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, School Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Umberslade Road, Earlswood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Co-op, Wood Lane, Willenhall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hilltop Farm, Fosse Way, Hunningham, Leamington Spa	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Kenilworth Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Local stores, Kinetone	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Marks & Spencer, Arena Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Morrisons, Westway, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Sainsbury's, Bell Green, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Sainsbury's, Castle Vale Retail Park, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	

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Q2. In which store do you normally shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk 'trolley' purchases)?

		Zone																					
		Base: All respondents		1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Chapel Lane, Selly Oak, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Sainsbury's, Cymbeline Way, Bilton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Oxford Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Tesco, Cubbington Road, Lillington	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Main Street, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco, Middleton Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Waitrose, Lower Leicester Road, Lutterworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q2a. Which internet retailer do you use?

		Zone																					
		Base: Internet users		1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Internet users		24	100.0%	1	100.0%	3	100.0%	3	100.0%	3	100.0%	2	100.0%	2	100.0%	2	100.0%	2	100.0%	1	100.0%	5	100.0%
Tesco		12	50.0%	1	100.0%	1	33.3%	2	66.7%	3	100.0%	0	.0%	1	50.0%	1	50.0%	1	50.0%	0	.0%	2	40.0%
Sainsbury's		5	20.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	50.0%	1	50.0%	0	.0%	1	50.0%	0	.0%	2	40.0%
Asda		4	16.7%	0	.0%	1	33.3%	1	33.3%	0	.0%	0	.0%	0	.0%	1	50.0%	0	.0%	0	.0%	1	20.0%
Other	Ocado	3	12.5%	0	.0%	1	33.3%	0	.0%	0	.0%	1	50.0%	0	.0%	0	.0%	0	.0%	1	100.0%	0	.0%

Q3. How do you normally travel to Q2?

		Zone																					
		Base: Excluding internet		1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet		976	100.0%	108	100.0%	102	100.0%	103	100.0%	90	100.0%	83	100.0%	141	100.0%	79	100.0%	91	100.0%	109	100.0%	70	100.0%
Car / van (as driver)		668	68.4%	72	66.7%	69	67.6%	66	64.1%	65	72.2%	56	67.5%	96	68.1%	50	63.3%	74	81.3%	69	63.3%	51	72.9%
Car / van (as passenger)		153	15.7%	14	13.0%	16	15.7%	19	18.4%	18	20.0%	14	16.9%	22	15.6%	14	17.7%	10	11.0%	16	14.7%	10	14.3%
Walk		68	7.0%	10	9.3%	6	5.9%	10	9.7%	4	4.4%	5	6.0%	7	5.0%	9	11.4%	1	1.1%	15	13.8%	1	1.4%
Bus, minibus or coach		62	6.4%	8	7.4%	8	7.8%	4	3.9%	2	2.2%	7	8.4%	15	10.6%	4	5.1%	5	5.5%	5	4.6%	4	5.7%
Bicycle		10	1.0%	1	.9%	1	1.0%	1	1.0%	1	1.1%	0	.0%	1	.7%	1	1.3%	0	.0%	1	.9%	3	4.3%
Taxi		7	.7%	1	.9%	1	1.0%	1	1.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	2	1.8%	1	1.4%
Goods delivered		4	.4%	1	.9%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	1	.9%	0	.0%
Mobility scooter		2	.2%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Other	Car (as passenger) / bus	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q4. When you visit Q2 for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure/ entertainment, visiting restaurants, bars, banks, etc) - if so, what activities?

	Base: Excluding internet		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	976	100.0%	108	100.0%	102	100.0%	103	100.0%	90	100.0%	83	100.0%	141	100.0%	79	100.0%	91	100.0%	109	100.0%	70	100.0%
Yes - non-food shopping	161	16.5%	25	23.1%	12	11.8%	11	10.7%	6	6.7%	8	9.6%	27	19.1%	13	16.5%	21	23.1%	19	17.4%	19	27.1%
Yes - other food shopping	103	10.6%	10	9.3%	4	3.9%	9	8.7%	8	8.9%	6	7.2%	21	14.9%	15	19.0%	11	12.1%	10	9.2%	9	12.9%
Yes - bars/pubs	5	.5%	0	.0%	0	.0%	2	1.9%	1	1.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.4%
Yes - bingo	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Yes - cafes	51	5.2%	7	6.5%	4	3.9%	5	4.9%	3	3.3%	6	7.2%	7	5.0%	4	5.1%	7	7.7%	7	6.4%	1	1.4%
Yes - cinemas	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Yes - get petrol	83	8.5%	12	11.1%	10	9.8%	9	8.7%	7	7.8%	1	1.2%	14	9.9%	5	6.3%	7	7.7%	9	8.3%	9	12.9%
Yes - go to park	4	.4%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	0	.0%
Yes - gyms/ health and fitness	13	1.3%	1	.9%	1	1.0%	1	1.0%	1	1.1%	1	1.2%	2	1.4%	3	3.8%	0	.0%	2	1.8%	1	1.4%
Yes - library	7	.7%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	1	.7%	2	2.5%	2	2.2%	0	.0%	0	.0%
Yes - markets	5	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	2	2.2%	0	.0%	0	.0%
Yes - meeting family	20	2.0%	2	1.9%	1	1.0%	1	1.0%	4	4.4%	3	3.6%	3	2.1%	1	1.3%	1	1.1%	1	.9%	3	4.3%
Yes - meeting friends	25	2.6%	4	3.7%	2	2.0%	0	.0%	3	3.3%	5	6.0%	2	1.4%	3	3.8%	2	2.2%	2	1.8%	2	2.9%
Yes - museums/ art gallery	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Yes - other service (travel agent, estate agent)	17	1.7%	2	1.9%	1	1.0%	1	1.0%	3	3.3%	0	.0%	2	1.4%	2	2.5%	4	4.4%	1	.9%	1	1.4%
Yes - personal service (hairdressers, beauty salon)	14	1.4%	1	.9%	0	.0%	3	2.9%	2	2.2%	0	.0%	1	.7%	2	2.5%	2	2.2%	3	2.8%	0	.0%
Yes - restaurants	22	2.3%	3	2.8%	2	2.0%	1	1.0%	1	1.1%	1	1.2%	3	2.1%	2	2.5%	3	3.3%	2	1.8%	4	5.7%
Yes - swimming	6	.6%	1	.9%	1	1.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	2	2.9%
Yes - theatre	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Yes - visiting services such as banks and other financial institutions	37	3.8%	2	1.9%	2	2.0%	1	1.0%	4	4.4%	3	3.6%	4	2.8%	9	11.4%	6	6.6%	3	2.8%	3	4.3%
Yes - work	38	3.9%	3	2.8%	4	3.9%	5	4.9%	7	7.8%	4	4.8%	5	3.5%	0	.0%	3	3.3%	6	5.5%	1	1.4%
No	507	51.9%	49	45.4%	65	63.7%	60	58.3%	45	50.0%	53	63.9%	67	47.5%	39	49.4%	45	49.5%	52	47.7%	32	45.7%

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Q4. When you visit Q2 for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure/ entertainment, visiting restaurants, bars, banks, etc) - if so, what activities?

		Zone																					
		Base: Excluding internet		1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Doctors/ dentist/ medical appointment	7	.7%	1	.9%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.3%	1	1.1%	2	1.8%	1	1.4%
	For a walk/ walk the dog	6	.6%	0	.0%	2	2.0%	0	.0%	1	1.1%	1	1.2%	1	.7%	1	1.3%	0	.0%	0	.0%	0	.0%
	Leisure activities	4	.4%	1	.9%	1	1.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Varies	4	.4%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	2	1.4%	1	1.3%	0	.0%	0	.0%	0	.0%
	Charity/ voluntary work	3	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.4%
	School run/ giving lifts	3	.3%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Bank	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Bridge Club	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Church	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shopping for other family members	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Window shopping/ browsing	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Petrol station	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Visit rubbish tip/ recycling	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q5. In addition to Q2, are there any other stores that you regularly use for your main food shopping?

		Zone																					
		Base: All respondents		1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q5. In addition to Q2, are there any other stores that you regularly use for your main food shopping?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Aldi, Cannors Way, Stratford-upon-Avon	14	1.4%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	7	6.4%	3	4.0%
Aldi, Central Park, Rugby	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Paddox Close, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Aldi, Radford Road, Coventry	12	1.2%	0	.0%	1	1.0%	2	1.9%	0	.0%	2	2.4%	6	4.2%	1	1.2%	0	.0%	0	.0%	0	.0%
Aldi, Sheaf Street, Daventry	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Stratford Road, Shirley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
Asda, Abbey Park, Coventry	18	1.8%	1	.9%	0	.0%	0	.0%	0	.0%	9	10.6%	8	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Chapel Street, Rugby	10	1.0%	1	.9%	1	1.0%	2	1.9%	3	3.2%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Chesterton Drive, Leamington Spa	46	4.6%	9	8.3%	2	1.9%	16	15.1%	12	12.9%	1	1.2%	0	.0%	0	.0%	0	.0%	3	2.7%	3	4.0%
Asda, Jubilee Crescent, Coventry	3	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Walsgrave Retail Park, Coventry	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.7%	4	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Wordsworth Avenue, Stratford-on-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Co-op 34-56 Clemens Street, Leamington Spa	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Co-op, Coventry Street, Southam	5	.5%	0	.0%	0	.0%	0	.0%	5	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Cressida Drive, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Henley Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Co-op, High Street, Leamington Spa	9	.9%	0	.0%	2	1.9%	2	1.9%	2	2.2%	2	2.4%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Co-op, Loxley Close, Wellesbourne	8	.8%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	9.3%
Co-op, Townsend Lane, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hillers Farm Shop, Alcester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hunningham House Farm, Hunningham, Lemington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, 2 Warwick Road, Kenilworth	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	6	7.4%	0	.0%	0	.0%	0	.0%
Iceland, 56 Bath Street, Leamington Spa	3	.3%	1	.9%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Binley Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Cannon Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Queen Victoria Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, The Clock Towers Shopping Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Bilton Road, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Myton Road, Leamington Spa	23	2.3%	2	1.8%	6	5.7%	7	6.6%	3	3.2%	1	1.2%	0	.0%	1	1.2%	0	.0%	3	2.7%	0	.0%
Local stores, Claverdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Coventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	1	1.3%
Local stores, Cubbington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Dorridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q5. In addition to Q2, are there any other stores that you regularly use for your main food shopping?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Henley-in-Arden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Kenilworth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	1	1.3%
Local stores, Leamington Spa	9	.9%	5	4.6%	0	.0%	2	1.9%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Local stores, Solihull	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Southam	4	.4%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Local stores, Warwick	6	.6%	0	.0%	6	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Weston-under-Wetherley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Londis, Newland Road, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, 70 Parade, Leamington Spa	34	3.4%	15	13.8%	8	7.6%	5	4.7%	4	4.3%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Marks & Spencer, Bridge Street, Stratford-upon-Avon	22	2.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	11	10.0%	9	12.0%
Marks & Spencer, Mill Lane, Solihull	4	.4%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
Marks & Spencer, Upper Precinct, Coventry	10	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	4	4.7%	5	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Alcester Road, Stratford upon Avon	23	2.3%	1	.9%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%	10	9.1%	8	10.7%
Morrisons, Alvis Retail Park, Holyhead Road, Coventry	9	.9%	0	.0%	0	.0%	0	.0%	1	1.1%	2	2.4%	5	3.5%	0	.0%	0	.0%	1	.9%	0	.0%
Morrisons, Binley, Coventry	22	2.2%	0	.0%	1	1.0%	0	.0%	0	.0%	11	12.9%	8	5.6%	2	2.5%	0	.0%	0	.0%	0	.0%
Morrisons, Clearwell Road, Redditch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Morrisons, George Road, Solihull	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	0	.0%
Morrisons, Old Warwick Road, Leamington Spa	30	3.0%	3	2.8%	6	5.7%	11	10.4%	1	1.1%	0	.0%	1	.7%	0	.0%	2	2.2%	5	4.5%	1	1.3%
Morrisons, Parkgate Road, Coventry	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.2%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Stratford Road, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Jubilee Crescent, Radford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Sainsbury's, 2 Park Street, Warwick	4	.4%	0	.0%	3	2.9%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Abbey Retail Park, Redditch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Austin Drive, Coventry	10	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	2	2.4%	6	4.2%	0	.0%	1	1.1%	0	.0%	0	.0%
Sainsbury's, Bridge Street, Stratford-upon-Avon	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%	4	3.6%	0	.0%
Sainsbury's, Clifton Road, Rugby	4	.4%	0	.0%	0	.0%	0	.0%	1	1.1%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Coton End, Warwick	10	1.0%	4	3.7%	3	2.9%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Sainsbury's, Dunchurch Road, Rugby	7	.7%	0	.0%	0	.0%	0	.0%	1	1.1%	5	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Sainsbury's, Fletchhamstead Highway, Coventry	18	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	13	9.1%	1	1.2%	1	1.1%	0	.0%	0	.0%

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Q5. In addition to Q2, are there any other stores that you regularly use for your main food shopping?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Sainsbury's, Leamington Shopping Park, Leamington Spa	62	6.2%	21	19.3%	7	6.7%	17	16.0%	9	9.7%	1	1.2%	0	.0%	3	3.7%	0	.0%	0	.0%	4	5.3%	
Sainsbury's, Poplar Way, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	
Sainsbury's, Saltisford, Warwick	24	2.4%	1	.9%	14	13.3%	1	.9%	1	1.1%	0	.0%	0	.0%	1	1.2%	2	2.2%	4	3.6%	0	.0%	
Sainsbury's, Stratford Road, Shirley, Solihull	10	1.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	8	8.6%	1	.9%	0	.0%	
Sainsbury's, The Saltisford, Warwick	4	.4%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	
Sainsbury's, Trinity Street, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	
Sainsbury's, Warwick Road, Kenilworth	12	1.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	8	9.9%	2	2.2%	0	.0%	0	.0%	
Tesco Express, Ashby Fields Local Centre, Daventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.3%	
Tesco Express, Sheldon Square, Coventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco Express, Units 1&2 Leyes Lane, Kenilworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	
Tesco Express, Walsgrave Road, Coventry	7	.7%	2	1.8%	0	.0%	0	.0%	0	.0%	2	2.4%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco Metro, 22-24 The Parade, Leamington Spa	20	2.0%	9	8.3%	1	1.0%	6	5.7%	1	1.1%	1	1.2%	0	.0%	1	1.2%	0	.0%	1	.9%	0	.0%	
Tesco, Arena Park, Phoenix Way, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, Birmingham Road, Stratford-upon-Avon	37	3.7%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	1	.7%	1	1.2%	4	4.3%	19	17.3%	10	13.3%	
Tesco, Cannon Park Centre, Lynchgate Road, Coventry	15	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	9.1%	1	1.2%	1	1.1%	0	.0%	0	.0%	
Tesco, Clifford Bridge Road, Walsgrave, Coventry	4	.4%	0	.0%	1	1.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	
Tesco, Emscote Road, Warwick	44	4.4%	7	6.4%	14	13.3%	5	4.7%	3	3.2%	1	1.2%	0	.0%	1	1.2%	7	7.5%	3	2.7%	3	4.0%	
Tesco, Jubilee Cross, Lychgate Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	
Tesco, Leicester Road, Rugby	3	.3%	1	.9%	0	.0%	0	.0%	1	1.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, Monkspath Business Park, Solihull	4	.4%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%	
Tesco, Newstreet, Daventry	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, Shakespeare Centre, Redditch	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	.9%	0	.0%	
Tesco, St. Johns Way, Knowle, Solihull	4	.4%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%	
Tesco, Stratford Road, Solihull	6	.6%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.4%	0	.0%	0	.0%	
Tesco, Warwick Road, Solihull	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Waitrose, Bertie Road, Kenilworth	46	4.6%	6	5.5%	1	1.0%	2	1.9%	1	1.1%	2	2.4%	9	6.3%	20	24.7%	4	4.3%	0	.0%	1	1.3%	
Waitrose, Bowen Square, Daventry	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	
Waitrose, Stratford Road, Hall Green, Birmingham	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	1	1.1%	1	.9%	1	1.3%	

Q5. In addition to Q2, are there any other stores that you regularly use for your main food shopping?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Internet (specified below)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	No other stores used	296	29.6%	27	24.8%	34	32.4%	31	29.2%	26	28.0%	22	25.9%	46	32.2%	31	38.3%	29	31.2%	29	26.4%	21	28.0%
	Waitrose, Shipston Road, Stratford-upon-Avon	18	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	9	8.2%	7	9.3%
	Aldi, Queensway, Leamington Spa	11	1.1%	0	.0%	2	1.9%	7	6.6%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Tesco, Northfield Road, Southam	10	1.0%	0	.0%	0	.0%	0	.0%	9	9.7%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Market Street, Warwick	9	.9%	0	.0%	7	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
	Marks & Spencer, Maybird Retail Park, Stratford-upon-Avon	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.5%	1	1.3%
	Internet - Ocado	4	.4%	2	1.8%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Birmingham Road, Stratford-upon-Avon	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	2	1.8%	0	.0%
	Market, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tesco	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	1	.9%	0	.0%
	Internet - Waitrose	3	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
	Local stores, Stratford-upon-Avon	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Varies	3	.3%	0	.0%	0	.0%	1	.9%	1	1.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Acorn Stores, Coventry Street, Southam	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Hinckley Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Aubrey Allen, Warwick Street, Leamington Spa	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Other	Co-op, School Street, Wolston	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Costco, Leathley Road, Huddersfield	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Costco, Torrington Avenue, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Heart of England Co-op, Warwick Street, Leamington Spa	2	.2%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Londis, Banbury Street, Kineton	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Marks & Spencer, Arena Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Coventry Road, Warwick	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Morrisons, Warwick Highway, Redditch	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
	Morrisons, Westway, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cubbington Road, Lillington, Leamington Spa	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Lockeed Close, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Tesco, Station Road, Knowle	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
	Aldi, Main Street, Bedworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Queensway, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%

Q5. In addition to Q2, are there any other stores that you regularly use for your main food shopping?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Aldi, Ruscote Avenue, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Warwick Road, Birmingham	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Crowhurst Road, Brighton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bargain Booze, Rugby Road, Cubbington	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clarks, Warwick Street, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Bishops Itchington, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Earlsdon Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Ryton on Dunsmore	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Umberslade Road, Earlswood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Co-op, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Co-op, Widney Road, Bentley Heath	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Joe Richards, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Local stores, Harbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Lillington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Local stores, Bronston	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Knowle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Local stores, Wellesbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Local stores, Wellsborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Londis, Daventry Road Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Black Country Route, Bilston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Morrisons, Swan Close Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Oxford Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Sainsbury's, Alcester Road South, Maypole, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Spar, Daventry Road, Charlesmore, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cubbington Road, Warwick	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q6. In addition to your main food shopping, where do you do most of your household's small scale 'top-up' food shopping? (i.e. the store you visit regularly - 2+ times a week - to buy bread, milk etc on a day-to-day basis)

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q6. In addition to your main food shopping, where do you do most of your household's small scale 'top-up' food shopping? (i.e. the store you visit regularly - 2+ times a week - to buy bread, milk etc on a day-to-day basis)

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Don't do 'top-up' food shopping	234	23.4%	17	15.6%	24	22.9%	31	29.2%	23	24.7%	18	21.2%	40	28.0%	18	22.2%	24	25.8%	26	23.6%	13	17.3%
Local stores, Leamington Spa	44	4.4%	16	14.7%	4	3.8%	18	17.0%	1	1.1%	2	2.4%	0	.0%	0	.0%	2	2.2%	1	.9%	0	.0%
Local stores, Coventry	38	3.8%	1	.9%	0	.0%	0	.0%	0	.0%	4	4.7%	33	23.1%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Metro, 22-24 The Parade, Leamington Spa	32	3.2%	21	19.3%	2	1.9%	6	5.7%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Warwick	21	2.1%	0	.0%	17	16.2%	0	.0%	1	1.1%	0	.0%	1	.7%	0	.0%	0	.0%	2	1.8%	0	.0%
Asda, Chesterton Drive, Leamington Spa	20	2.0%	0	.0%	1	1.0%	18	17.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Loxley Close, Wellesbourne	20	2.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	16	21.3%
Local stores, Kenilworth	17	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	16	19.8%	0	.0%	0	.0%	1	1.3%
Sainsbury's, Saltisford, Warwick	17	1.7%	0	.0%	9	8.6%	0	.0%	1	1.1%	0	.0%	1	.7%	1	1.2%	4	4.3%	1	.9%	0	.0%
Marks & Spencer, 70 Parade, Leamington Spa	15	1.5%	10	9.2%	1	1.0%	1	.9%	1	1.1%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Abbey Park, Coventry	14	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	8	9.4%	6	4.2%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Bridge Street, Stratford-upon-Avon	14	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	10.9%	2	2.7%
Waitrose, Bertie Road, Kenilworth	14	1.4%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	3	2.1%	9	11.1%	1	1.1%	0	.0%	0	.0%
Morrisons, Alcester Road, Stratford upon Avon	13	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	10.9%	1	1.3%
Sainsbury's, Leamington Shopping Park, Leamington Spa	13	1.3%	4	3.7%	3	2.9%	5	4.7%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Warwick Road, Kenilworth	13	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	11	13.6%	0	.0%	0	.0%	0	.0%
Tesco Express, Units 1&2 Leyes Lane, Kenilworth	12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	14.8%	0	.0%	0	.0%	0	.0%
Lidl, Myton Road, Leamington Spa	11	1.1%	0	.0%	6	5.7%	1	.9%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
Marks & Spencer, Upper Precinct, Coventry	11	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	7.7%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Coton End, Warwick	11	1.1%	3	2.8%	7	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Tesco, Birmingham Road, Stratford-upon-Avon	11	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	9	8.2%	1	1.3%
Tesco, Cannon Park Centre, Lynchgate Road, Coventry	11	1.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	9	6.3%	0	.0%	1	1.1%	0	.0%	0	.0%
Co-op, Coventry Street, Southam	9	.9%	0	.0%	0	.0%	1	.9%	8	8.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Emscote Road, Warwick	9	.9%	2	1.8%	2	1.9%	2	1.9%	0	.0%	0	.0%	0	.0%	1	1.2%	2	2.2%	0	.0%	0	.0%
Co-op, Townsend Lane, Rugby	8	.8%	0	.0%	0	.0%	0	.0%	1	1.1%	7	8.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Dunchurch Road, Rugby	8	.8%	0	.0%	0	.0%	0	.0%	1	1.1%	6	7.1%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Morrisons, Old Warwick Road, Leamington Spa	7	.7%	2	1.8%	2	1.9%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.3%
Co-op, High Street, Leamington Spa	6	.6%	0	.0%	1	1.0%	1	.9%	4	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Southam	6	.6%	0	.0%	1	1.0%	1	.9%	4	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, The Saltisford, Warwick	6	.6%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	2	1.8%	0	.0%

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Q6. In addition to your main food shopping, where do you do most of your household's small scale 'top-up' food shopping? (i.e. the store you visit regularly - 2+ times a week - to buy bread, milk etc on a day-to-day basis)

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op, Cressida Drive, Warwick	5	.5%	0	.0%	2	1.9%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Binley, Coventry	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Bridge Street, Stratford-upon-Avon	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.5%	0	.0%
Aldi, Cannars Way, Stratford-upon-Avon	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	1	1.3%
Local stores, Henley-in-Arden	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	1	.9%	0	.0%
Sainsbury's, Trinity Street, Coventry	4	.4%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, 2 Warwick Road, Kenilworth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%
Morrisons, Alvis Retail Park, Holyhead Road, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, 2 Park Street, Warwick	3	.3%	0	.0%	3	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Fletchhamstead Highway, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Leicester Road, Rugby	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Radford Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Chapel Street, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Wordsworth Avenue, Stratford-on-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
Co-op 34-56 Clemens Street, Leamington Spa	2	.2%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, 56 Bath Street, Leamington Spa	2	.2%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cubbington	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Local stores, Solihull	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Morrisons, George Road, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Morrisons, Parkgate Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Austin Drive, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	0	.0%
Tesco, St. Johns Way, Knowle, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Waitrose, Bowen Square, Daventry	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Asda, Jubilee Crescent, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Henley Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Iceland, Cannon Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, The Clock Towers Shopping Centre, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Bilton Road, Rugby	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Claverdon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Local stores, Dorridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%

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	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Weston-under-Wetherley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Marks & Spencer, Mill Lane, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Sainsbury's, Clifton Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Stratford Road, Shirley, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Tesco Express, Sheldon Square, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Jubilee Cross, Lychgate Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Monkspath Business Park, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Tesco, Stratford Road, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Tesco, Warwick Road, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Waitrose, Stratford Road, Hall Green, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%

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Q6. In addition to your main food shopping, where do you do most of your household's small scale 'top-up' food shopping? (i.e. the store you visit regularly - 2+ times a week - to buy bread, milk etc on a day-to-day basis)

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Cubbington Road, Lillington, Leamington Spa	15	1.5%	14	12.8%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Stratford-upon-Avon	14	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	10.9%	2	2.7%
	Tesco, Northfield Road, Southam	10	1.0%	0	.0%	0	.0%	0	.0%	9	9.7%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Market Street, Warwick	8	.8%	0	.0%	8	7.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Wellesbourne	7	.7%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	8.0%
	Co-op, Umberslade, Earlswood	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.4%	0	.0%	0	.0%
	Local stores, Tysoe	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	4	5.3%
	Local stores, Whitnash	5	.5%	0	.0%	0	.0%	5	4.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Willenhall Lane, Coventry	5	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	4	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Banbury Road, Stratford-upon-Avon	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	6.7%
	Co-op, Church Road, Long Itchington	4	.4%	0	.0%	0	.0%	0	.0%	3	3.2%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Henley-in Arden	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
	Co-op, School Street, Wolston	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Widney Road, Bentley Heath	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	1	1.3%
	Co op, High Street, Ryton-on-Dunsmore	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Bishops Tachbrook	4	.4%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Cheylesmore	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Kineton	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	3	4.0%
	Local stores, Snitterfield	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	0	.0%
	Spar, Main Street, Tiddington	4	.4%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.0%
	Tesco, Station Road, Dorridge	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
	Aldi, Queensway, Leamington Spa	3	.3%	0	.0%	0	.0%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Ryton-on-Dunsmore	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, High Street, Leamington Spa	3	.3%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Barford	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Local stores, Earlswood	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
	Local stores, Lapworth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
	Local stores, Stretton-on-Dunsmore	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Quinton Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Kineton Road, Southam	3	.3%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Rosebird Centre, Shipton Road, Stratford	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	
Co-op, High Street, Fenny Compton, Southam	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op, Sutherland Avenue Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Tesco	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Joe Richards, Talisman Square, Kenilworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Lakin stores, Lakin Road, Warwick	2	.2%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cubbington	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ettington	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
Local stores, Fenny Compton	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Lighthorn Heath	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Shrewley Common	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
Local stores, Tiddington	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
Local stores, Walsgrave	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Londis, Daventry Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Market, Coventry	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Albion Street, Kenilworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
One Stop, Bridge Street, Wellesbourne	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
One Stop, Heathcote Road, Leamington Spa	2	.2%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Premier, Sunbury Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Other Spar, Bath Street, Leamington Spa	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Daventry Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.3%
Spar, Rugby Road, Leamington Spa	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Bargain Booze, Rugby Road, Cubbington	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
BP Service Station, Stonebridge Highway, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Salford Road, Bidford-on-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Burman Norman, The Green, Claverdon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Claverdon Community Shop, Station Road, Claverdon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Co-op, Coporation Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Middleton Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Remembrance Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, The Square, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Co-op, Warwick street, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Costcutter, Slade Hill, Hampton Magna	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%

Q6. In addition to your main food shopping, where do you do most of your household's small scale 'top-up' food shopping? (i.e. the store you visit regularly - 2+ times a week - to buy bread, milk etc on a day-to-day basis)

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Ettington Post Office, Banbury Road, Ettington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Heart of England Co-op, Chapel Street, Bishops Itchington	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Heart of England Co-op, Coventry Street, Southam	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Home delivery by Milkman	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Ipsley Street, Redditch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Lidl, Brandon Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local store, Lillington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Local stores, Radford Semele	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Barby	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Local stores, Bishops Itchington	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Bourton-on-Dunsmore	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Clopton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Local stores, Dorridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Local stores, Harbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Henley in Arden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Local stores, Rowington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Local stores, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Local stores, Southam	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Stockton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Tanworth-in-Arden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Local stores, Wolston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Banbury Street, Kineton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Londis, Banbury Street, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Londis, Newland Road, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Market, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Market, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Warwickshire Shopping Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Coventry Road, Guyscliffe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	McColls, The Chantry, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Westway, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
One Stop, Drayton Avenue, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	
One Stop, High Street, Knowle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	

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Q6. In addition to your main food shopping, where do you do most of your household's small scale 'top-up' food shopping? (i.e. the store you visit regularly - 2+ times a week - to buy bread, milk etc on a day-to-day basis)

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	One Stop, Stratford Road, Hockley Heath	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Poundland, Bridge Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Poundland, Hertford Place, Coventry	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Shires Retail Park, Warwick	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stratford Road, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Simply Fresh, Whitemoor Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Spar, Crown Way, Lillington	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Dickens Heath, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Widney Service Station, Widney Road, Knowle, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Wilkinson, Cannon Park Shopping Centre, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinsons, Station Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Wilkinsons, The Clock Tower Shopping Centre, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q7. Of all the money you spend on food and household groceries, what share goes to your main food shopping?

		Base: Dont do excluded		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Dont do excluded		766	100.0%	92	100.0%	81	100.0%	75	100.0%	70	100.0%	67	100.0%	103	100.0%	63	100.0%	69	100.0%	84	100.0%	62	100.0%
5		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%
10		2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.6%
18		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
20		4	.5%	1	1.1%	1	1.2%	0	.0%	1	1.4%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
23		1	.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
25		17	2.2%	3	3.3%	2	2.5%	3	4.0%	1	1.4%	0	.0%	2	1.9%	3	4.8%	1	1.4%	1	1.2%	1	1.6%
30		3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.4%	0	.0%	1	1.6%
33		2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%	0	.0%
40		8	1.0%	1	1.1%	2	2.5%	1	1.3%	1	1.4%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	2	3.2%
45		2	.3%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
47		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
50		73	9.5%	11	12.0%	5	6.2%	10	13.3%	7	10.0%	5	7.5%	12	11.7%	5	7.9%	3	4.3%	11	13.1%	4	6.5%
55		2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.6%
60		47	6.1%	11	12.0%	7	8.6%	1	1.3%	1	1.4%	6	9.0%	7	6.8%	7	11.1%	3	4.3%	4	4.8%	0	.0%
65		6	.8%	1	1.1%	2	2.5%	1	1.3%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7. Of all the money you spend on food and household groceries, what share goes to your main food shopping?

	Base: Dont do excluded		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
66	5	.7%	1	1.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	2	2.4%	0	.0%
70	63	8.2%	9	9.8%	8	9.9%	7	9.3%	9	12.9%	7	10.4%	7	6.8%	4	6.3%	4	5.8%	4	4.8%	4	6.5%
75	103	13.4%	10	10.9%	9	11.1%	8	10.7%	9	12.9%	10	14.9%	13	12.6%	6	9.5%	16	23.2%	12	14.3%	10	16.1%
80	131	17.1%	15	16.3%	19	23.5%	15	20.0%	10	14.3%	16	23.9%	17	16.5%	9	14.3%	9	13.0%	11	13.1%	10	16.1%
85	20	2.6%	2	2.2%	1	1.2%	6	8.0%	2	2.9%	2	3.0%	1	1.0%	0	.0%	1	1.4%	1	1.2%	4	6.5%
88	1	.1%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
90	108	14.1%	11	12.0%	10	12.3%	9	12.0%	11	15.7%	9	13.4%	17	16.5%	12	19.0%	13	18.8%	6	7.1%	10	16.1%
95	39	5.1%	3	3.3%	5	6.2%	2	2.7%	1	1.4%	2	3.0%	5	4.9%	3	4.8%	5	7.2%	10	11.9%	3	4.8%
98	4	.5%	0	.0%	0	.0%	0	.0%	1	1.4%	1	1.5%	1	1.0%	0	.0%	0	.0%	1	1.2%	0	.0%
99	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	1	1.2%	1	1.6%
100	14	1.8%	3	3.3%	1	1.2%	1	1.3%	2	2.9%	1	1.5%	2	1.9%	0	.0%	1	1.4%	2	2.4%	1	1.6%
Don't know	94	12.3%	8	8.7%	5	6.2%	10	13.3%	12	17.1%	6	9.0%	12	11.7%	7	11.1%	11	15.9%	15	17.9%	8	12.9%
Refused	11	1.4%	2	2.2%	2	2.5%	0	.0%	1	1.4%	1	1.5%	0	.0%	3	4.8%	0	.0%	2	2.4%	0	.0%

Q8. In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for (men's, women's, children's and baby) clothing and footwear (fashion items - not sports clothing and footwear)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Leamington Spa	343	34.3%	74	67.9%	54	51.4%	70	66.0%	45	48.4%	17	20.0%	16	11.2%	33	40.7%	11	11.8%	12	10.9%	11	14.7%
Coventry	169	16.9%	10	9.2%	5	4.8%	7	6.6%	2	2.2%	39	45.9%	86	60.1%	18	22.2%	0	.0%	2	1.8%	0	.0%
Stratford-upon-Avon	134	13.4%	2	1.8%	13	12.4%	4	3.8%	2	2.2%	0	.0%	0	.0%	4	4.9%	9	9.7%	60	54.5%	40	53.3%
Solihull	90	9.0%	3	2.8%	7	6.7%	2	1.9%	2	2.2%	1	1.2%	9	6.3%	9	11.1%	47	50.5%	8	7.3%	2	2.7%
Don't buy	38	3.8%	4	3.7%	3	2.9%	5	4.7%	2	2.2%	4	4.7%	1	.7%	4	4.9%	6	6.5%	7	6.4%	2	2.7%
Catalogue / Mail Order	27	2.7%	1	.9%	4	3.8%	2	1.9%	4	4.3%	3	3.5%	7	4.9%	0	.0%	1	1.1%	2	1.8%	3	4.0%
Banbury	23	2.3%	0	.0%	0	.0%	1	.9%	17	18.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	6.7%
Leamington Shopping Park, Leamington Spa	20	2.0%	5	4.6%	5	4.8%	5	4.7%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
Rugby	19	1.9%	0	.0%	0	.0%	0	.0%	7	7.5%	12	14.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham - City Centre	16	1.6%	1	.9%	1	1.0%	1	.9%	0	.0%	1	1.2%	7	4.9%	0	.0%	3	3.2%	0	.0%	2	2.7%
Warwick	10	1.0%	1	.9%	6	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	2	1.8%	0	.0%
Redditch	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	6.5%	3	2.7%	0	.0%
Kenilworth	8	.8%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	5	6.2%	0	.0%	0	.0%	0	.0%
Daventry	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Welltham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%

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**Q8. In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for (men's, women's, children's and baby) clothing and footwear?
(fashion items - not sports clothing and footwear)?**

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - various sites	17	1.7%	2	1.8%	2	1.9%	0	.0%	0	.0%	2	2.4%	3	2.1%	4	4.9%	2	2.2%	1	.9%	1	1.3%
	Maybird Centre, Stratford-upon-Avon	9	.9%	0	.0%	2	1.9%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	1	1.3%
	Asda, Chesterton Drive, Leamington Spa	5	.5%	1	.9%	0	.0%	4	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Amazon	4	.4%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
	Southam	4	.4%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Wellesbourne	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	.9%	2	2.7%
	Evesham	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	2	1.8%	0	.0%
	Internet - Marks & Spencer	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.3%
	Birmingham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	0	.0%
	Central Six Retail Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Debenhams	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	.9%	0	.0%
	Internet - Google	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	0	.0%
	Internet - Landsend	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	London	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	.9%	0	.0%
	Touchwood Shopping Centre, Mill Lane, Solihull	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Abroad	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bicester Village	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Blooms Garden Centre, Bourton-on-Dunsmore	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Blooms, Straight Mile, Bourton-on-Dunsmore	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cheltenham	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coast	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cornwall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Elliots Field Retail Park, Leicester Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Glasgow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Gloucester	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Getthelabel.com	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Jacques Vert	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - JD Williams	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Internet - John Lewis	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - QVC	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - Shoe Tailor	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	
Internet - Viella Sales	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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**Q8. In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for (men's, women's, children's and baby) clothing and footwear?
(fashion items - not sports clothing and footwear)?**

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	James Moore & Co, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Kingston-on-Thames	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Markets in the area	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oxford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Sheffield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Shipston-on-Stour	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Varies	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Whitley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q9. How does your household normally travel to its main clothing and footwear shopping destination in Q8?

		Base: Catalogue/ internet/ dont buy excluded		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Catalogue/ internet/ dont buy excluded		897	100.0%	101	100.0%	95	100.0%	98	100.0%	84	100.0%	73	100.0%	128	100.0%	71	100.0%	83	100.0%	98	100.0%	66	100.0%
Car / van (as driver)		538	60.0%	54	53.5%	61	64.2%	45	45.9%	59	70.2%	51	69.9%	72	56.3%	36	50.7%	66	79.5%	49	50.0%	45	68.2%
Bus, minibus or coach		167	18.6%	19	18.8%	17	17.9%	19	19.4%	10	11.9%	15	20.5%	30	23.4%	25	35.2%	8	9.6%	14	14.3%	10	15.2%
Car / van (as passenger)		90	10.0%	6	5.9%	11	11.6%	15	15.3%	13	15.5%	2	2.7%	12	9.4%	8	11.3%	5	6.0%	11	11.2%	7	10.6%
Walk		63	7.0%	17	16.8%	3	3.2%	15	15.3%	1	1.2%	1	1.4%	4	3.1%	2	2.8%	0	.0%	18	18.4%	2	3.0%
Train		15	1.7%	1	1.0%	0	.0%	2	2.0%	0	.0%	1	1.4%	6	4.7%	0	.0%	3	3.6%	1	1.0%	1	1.5%
Using park & ride facility		8	.9%	1	1.0%	1	1.1%	1	1.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%	3	3.1%	0	.0%
Bicycle		7	.8%	1	1.0%	1	1.1%	0	.0%	1	1.2%	1	1.4%	1	.8%	0	.0%	0	.0%	2	2.0%	0	.0%
Taxi		5	.6%	1	1.0%	0	.0%	1	1.0%	0	.0%	1	1.4%	1	.8%	0	.0%	0	.0%	0	.0%	1	1.5%
Varies		2	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Car (as driver) / bicycle	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Car (as passenger) / bus	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

Q10. What do you like about Q8?

		Base: Dont buy excluded		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Dont buy excluded		962	100.0%	105	100.0%	102	100.0%	101	100.0%	91	100.0%	81	100.0%	142	100.0%	77	100.0%	87	100.0%	103	100.0%	73	100.0%

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Q10. What do you like about Q8?

	Base: Dont buy excluded		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Attractive environment	118	12.3%	20	19.0%	18	17.6%	16	15.8%	10	11.0%	4	4.9%	10	7.0%	8	10.4%	6	6.9%	16	15.5%	10	13.7%
Cinema	3	.3%	3	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleanliness	20	2.1%	6	5.7%	2	2.0%	2	2.0%	3	3.3%	3	3.7%	1	.7%	1	1.3%	1	1.1%	0	.0%	1	1.4%
Close to friends/ family	12	1.2%	3	2.9%	0	.0%	0	.0%	2	2.2%	0	.0%	1	.7%	1	1.3%	1	1.1%	3	2.9%	1	1.4%
Close to home	209	21.7%	28	26.7%	16	15.7%	21	20.8%	24	26.4%	15	18.5%	35	24.6%	6	7.8%	17	19.5%	26	25.2%	21	28.8%
Close to work/ en route to work	12	1.2%	2	1.9%	3	2.9%	0	.0%	1	1.1%	0	.0%	3	2.1%	0	.0%	2	2.3%	1	1.0%	0	.0%
Compact	51	5.3%	8	7.6%	5	4.9%	8	7.9%	8	8.8%	3	3.7%	3	2.1%	4	5.2%	5	5.7%	2	1.9%	5	6.8%
Easily accessible by foot/ cycle	18	1.9%	4	3.8%	1	1.0%	2	2.0%	1	1.1%	0	.0%	4	2.8%	2	2.6%	2	2.3%	0	.0%	2	2.7%
Friendly atmosphere	45	4.7%	4	3.8%	3	2.9%	3	3.0%	6	6.6%	4	4.9%	4	2.8%	5	6.5%	4	4.6%	7	6.8%	5	6.8%
Good and/ or free car parking	80	8.3%	7	6.7%	5	4.9%	10	9.9%	12	13.2%	8	9.9%	10	7.0%	3	3.9%	10	11.5%	9	8.7%	6	8.2%
Good bus service/ accessible public transport	23	2.4%	7	6.7%	0	.0%	1	1.0%	1	1.1%	1	1.2%	3	2.1%	3	3.9%	5	5.7%	2	1.9%	0	.0%
Good disabled access	4	.4%	3	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Good prices	28	2.9%	4	3.8%	2	2.0%	3	3.0%	2	2.2%	3	3.7%	3	2.1%	2	2.6%	2	2.3%	3	2.9%	4	5.5%
Good range of chain/ well known stores	198	20.6%	21	20.0%	26	25.5%	18	17.8%	22	24.2%	10	12.3%	25	17.6%	17	22.1%	26	29.9%	20	19.4%	13	17.8%
Good range of independent stores	129	13.4%	23	21.9%	16	15.7%	14	13.9%	12	13.2%	8	9.9%	8	5.6%	12	15.6%	12	13.8%	12	11.7%	12	16.4%
Particular store (specified below)	20	2.1%	2	1.9%	2	2.0%	0	.0%	1	1.1%	2	2.5%	1	.7%	4	5.2%	6	6.9%	2	1.9%	0	.0%
Habit/ always used it	69	7.2%	11	10.5%	2	2.0%	4	4.0%	8	8.8%	6	7.4%	13	9.2%	6	7.8%	6	6.9%	8	7.8%	5	6.8%
Indoor shopping malls/ arcades	7	.7%	2	1.9%	0	.0%	1	1.0%	0	.0%	0	.0%	1	.7%	0	.0%	2	2.3%	0	.0%	1	1.4%
Large shopping area	29	3.0%	4	3.8%	5	4.9%	3	3.0%	3	3.3%	2	2.5%	2	1.4%	3	3.9%	6	6.9%	0	.0%	1	1.4%
Market	9	.9%	2	1.9%	0	.0%	1	1.0%	1	1.1%	0	.0%	2	1.4%	3	3.9%	0	.0%	0	.0%	0	.0%
Not overcrowded / not too busy	8	.8%	2	1.9%	0	.0%	1	1.0%	1	1.1%	1	1.2%	0	.0%	2	2.6%	0	.0%	0	.0%	1	1.4%
Opening hours	4	.4%	3	2.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Part of an overall day out	5	.5%	2	1.9%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.0%	0	.0%
Pedestrianised	10	1.0%	2	1.9%	1	1.0%	0	.0%	0	.0%	3	3.7%	2	1.4%	1	1.3%	1	1.1%	0	.0%	0	.0%
Range of goods available	45	4.7%	7	6.7%	5	4.9%	3	3.0%	6	6.6%	5	6.2%	8	5.6%	2	2.6%	4	4.6%	3	2.9%	2	2.7%
Restaurant / cafes	11	1.1%	3	2.9%	1	1.0%	1	1.0%	1	1.1%	0	.0%	1	.7%	0	.0%	1	1.1%	1	1.0%	2	2.7%
Safe shopping environment	8	.8%	1	1.0%	0	.0%	1	1.0%	2	2.2%	0	.0%	2	1.4%	0	.0%	0	.0%	1	1.0%	1	1.4%
Nothing / very little	100	10.4%	7	6.7%	8	7.8%	14	13.9%	5	5.5%	13	16.0%	24	16.9%	10	13.0%	4	4.6%	10	9.7%	5	6.8%

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Q10. What do you like about Q8?

		Base: Dont buy excluded		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Good variety of shops generally	50	5.2%	4	3.8%	11	10.8%	7	6.9%	3	3.3%	3	3.7%	3	2.1%	6	7.8%	5	5.7%	3	2.9%	5	6.8%
	General convenience	30	3.1%	5	4.8%	3	2.9%	2	2.0%	2	2.2%	1	1.2%	5	3.5%	4	5.2%	5	5.7%	1	1.0%	2	2.7%
	Easy/ delivered/ don't have to travel	22	2.3%	2	1.9%	3	2.9%	1	1.0%	3	3.3%	1	1.2%	2	1.4%	3	3.9%	1	1.1%	2	1.9%	4	5.5%
	Familiarity	10	1.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	1	1.2%	4	2.8%	0	.0%	1	1.1%	1	1.0%	1	1.4%
	Easily accessible by car	7	.7%	0	.0%	1	1.0%	1	1.0%	2	2.2%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Good range of clothes shops	7	.7%	1	1.0%	4	3.9%	0	.0%	1	1.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Quality of shops	5	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	2	1.4%	1	1.3%	0	.0%	0	.0%	0	.0%
	The Touchwood Shopping Centre	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.6%	0	.0%	0	.0%
	Flexibility	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Good parks	3	.3%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Good quality products	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%
	Good service	3	.3%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Has everything you need	3	.3%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Not too big	3	.3%	3	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The theatres	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	1.0%	1	1.4%
	Bullring	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.4%
	Can easily find one's size	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	1.0%	0	.0%
	Cultural/ historical heritage	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.4%
	Close to other services/ amenities	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Like shopping	2	.2%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	No choice/ housebound	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
	Able to try clothes on at home	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Can easily compare prices	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Clean	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Easy to access via Park & Ride	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Flat, easy to get around	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Good charity shops	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Good for tourists	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Has specific stores I like	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Lack of alternatives	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Like to support local area	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Location	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Modern	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Has a nice garden centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Nice gardens, theatre and always something going on	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Not available in Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Not much traffic	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Not too urban	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%

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Q10. What do you like about Q8?

		Base: Dont buy excluded		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	OAP Discount Card	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Park & Ride	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Range of social events	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Range of supermarkets	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spacious	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Particular store	Marks & Spencer	6	.6%	1	1.0%	1	1.0%	0	.0%	0	.0%	1	1.2%	0	.0%	2	2.6%	0	.0%	1	1.0%	0	.0%
	John Lewis	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	3	3.4%	0	.0%	0	.0%
	John Lewis, Marks & Spencer	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	1	1.1%	0	.0%	0	.0%
	John Lewis, House of Fraser and Marks & Spencer	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Love Labels, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer and Debenhams	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Men and Women's wear	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Royal Priors Shopping Centre	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Thorburns Menswear	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Debenhams	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%

Q11. Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q11. Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Leamington Spa Town Centre	121	12.1%	32	29.4%	22	21.0%	33	31.1%	15	16.1%	0	.0%	0	.0%	5	6.2%	3	3.2%	6	5.5%	5	6.7%
Coventry	87	8.7%	2	1.8%	0	.0%	0	.0%	0	.0%	15	17.6%	64	44.8%	6	7.4%	0	.0%	0	.0%	0	.0%
Stratford-upon-Avon	64	6.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	39	35.5%	23	30.7%
Currys, Tachbrook Park Drive, Leamington Spa	43	4.3%	8	7.3%	10	9.5%	14	13.2%	5	5.4%	0	.0%	0	.0%	1	1.2%	2	2.2%	2	1.8%	1	1.3%
Solihull	40	4.0%	2	1.8%	3	2.9%	0	.0%	2	2.2%	1	1.2%	3	2.1%	3	3.7%	22	23.7%	2	1.8%	2	2.7%
Don't buy	39	3.9%	5	4.6%	5	4.8%	3	2.8%	7	7.5%	2	2.4%	3	2.1%	5	6.2%	2	2.2%	4	3.6%	3	4.0%
Currys, Orchard Retail Park, Coventry	29	2.9%	1	.9%	0	.0%	0	.0%	0	.0%	14	16.5%	12	8.4%	1	1.2%	1	1.1%	0	.0%	0	.0%
Asda, Chesterton Drive, Leamington Spa	27	2.7%	4	3.7%	1	1.0%	13	12.3%	9	9.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Shopping Park, Leamington Spa	22	2.2%	2	1.8%	5	4.8%	8	7.5%	5	5.4%	0	.0%	0	.0%	1	1.2%	0	.0%	1	.9%	0	.0%
Sainsbury's, Leamington Shopping Park, Leamington Spa	21	2.1%	6	5.5%	7	6.7%	0	.0%	3	3.2%	0	.0%	0	.0%	1	1.2%	0	.0%	1	.9%	3	4.0%
Kenilworth Town Centre	19	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	19	23.5%	0	.0%	0	.0%	0	.0%
Argos, Leamington Shopping Park, Leamington Spa	17	1.7%	2	1.8%	5	4.8%	4	3.8%	3	3.2%	0	.0%	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%
Warwick Town Centre	17	1.7%	1	.9%	9	8.6%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%	4	3.6%	0	.0%
Tesco, Emscote Road, Warwick	16	1.6%	2	1.8%	8	7.6%	1	.9%	0	.0%	1	1.2%	0	.0%	0	.0%	3	3.2%	0	.0%	1	1.3%
Rugby	15	1.5%	0	.0%	0	.0%	0	.0%	4	4.3%	11	12.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shirley	15	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	15	16.1%	0	.0%	0	.0%
Argos, Guy Street, Leamington Spa	14	1.4%	6	5.5%	2	1.9%	2	1.9%	1	1.1%	0	.0%	2	1.4%	0	.0%	0	.0%	1	.9%	0	.0%
Banbury	14	1.4%	0	.0%	0	.0%	1	.9%	9	9.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	5.3%
Argos, Leamington Retail Park	12	1.2%	2	1.8%	0	.0%	6	5.7%	2	2.2%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	0	.0%
Alvis Retail Park, Coventry	10	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	8	5.6%	1	1.2%	0	.0%	0	.0%	0	.0%
Sainsbury's, Saltisford, Warwick	7	.7%	1	.9%	3	2.9%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Co-op 34-56 Clemens Street, Leamington Spa	6	.6%	2	1.8%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Leamington Spa	4	.4%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	4	.4%	0	.0%	0	.0%	1	.9%	1	1.1%	1	1.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Asda Living, Warwickshire Shopping Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Myton Road, Leamington Spa	3	.3%	0	.0%	0	.0%	1	.9%	1	1.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Alvis Retail Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Warwick Road, Kenilworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Wilkinsons, Cannon Park Shopping Centre, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Orchard Retail Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%

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Q11. Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	House of Fraser, The Parade, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Old Warwick Road, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Sainsbury's, 2 Park Street, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco Express, Units 1&2 Leyes Lane, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco Metro, 22-24 The Parade, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Birmingham - City Centre	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Redditch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Other	Internet - Amazon	40	4.0%	10	9.2%	3	2.9%	2	1.9%	2	2.2%	4	4.7%	4	2.8%	4	4.9%	5	5.4%	4	3.6%	2	2.7%
	Internet - various sites	23	2.3%	6	5.5%	4	3.8%	0	.0%	2	2.2%	2	2.4%	1	.7%	3	3.7%	1	1.1%	3	2.7%	1	1.3%
	John Lewis, Touchwood, Solihull	18	1.8%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	2	1.4%	4	4.9%	7	7.5%	3	2.7%	0	.0%
	Robert Dyas, Parade, Leamington Spa	13	1.3%	6	5.5%	3	2.9%	2	1.9%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	12	1.2%	2	1.8%	1	1.0%	3	2.8%	0	.0%	1	1.2%	1	.7%	2	2.5%	1	1.1%	0	.0%	1	1.3%
	Currys, Maybrook Industrial Estate, Stratford-upon-Avon	11	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	6.4%	4	5.3%
	Argos, The Maybird Centre, Stratford-upon-Avon	10	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	4	3.6%	5	6.7%
	Internet - comparison sites	10	1.0%	0	.0%	1	1.0%	3	2.8%	1	1.1%	0	.0%	2	1.4%	1	1.2%	0	.0%	1	.9%	1	1.3%
	Internet - John Lewis	8	.8%	0	.0%	2	1.9%	0	.0%	1	1.1%	1	1.2%	2	1.4%	0	.0%	1	1.1%	1	.9%	0	.0%
	Wellesbourne	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	10.7%
	Internet - Appliances Online	7	.7%	1	.9%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	2	1.8%	1	1.3%
	Maybird Centre, Stratford-upon-Avon	7	.7%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	3	2.7%	1	1.3%
	Currys, Maybird Retail Park, Stratford-upon-Avon	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	2	2.7%
	Maybird Retail Park, Birmingham Road, Stratford-Upon-Avon	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	3	2.7%	2	2.7%
	Shires Shopping Centre, Leamington Spa	6	.6%	1	.9%	0	.0%	2	1.9%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
	Tesco, Cannon Park Centre, Coventry	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Queen Victoria Road, Coventry	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	4	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Corporation Street, Coventry	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	2	2.5%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Fletchhamstead Highway, Coventry	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Southam	5	.5%	0	.0%	0	.0%	0	.0%	4	4.3%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Stratford Road, Shirley	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	1	.9%	0	.0%	
Argos, Clock Towers Shopping Centre, Rugby	4	.4%	0	.0%	0	.0%	0	.0%	2	2.2%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q11. Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Currys, London Road, Coventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	PC World, Orchard Retail Park, Coventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Robert Dyas, High Street, Stratford-upon-Avon	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	0	.0%
	Airport Retail Park, London Road, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Gallagher Retail Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Gallagher Retail Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm Mill, Airport Retail Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	1	.9%	0	.0%
	Elliots Field Retail Park, Leicester Road, Rugby	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Argos	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.3%
	Marshall Lake Retail Park, Marshall Lake Road, Shirley, Solihull	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
	Tesco, Birmingham Road, Stratford-upon-Avon	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
	Argos, Mill Lane, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Currys, Alvis Retail Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Sears Retail Park, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
	Emscote Road, Warwick	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Internet - Comet	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Internet - Google	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Morrisons, Alcester Road, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	Owens Electrical shop, Emscote Road Warwick	2	.2%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Dunchurch Road, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Clifford Bridge Road, Walsgrave, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warwick	2	.2%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, High Street, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Chapel Street, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Middleton Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Costco, Torrington Avenue, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Currys, Junction 1 Retail Park, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Currys, Banbury Cross Retail Park, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Dorridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	

Q11. Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Dunelm Mill, Southam Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Robert Dyas, High Street, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Evesham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Heart of England Co-op, Warwick Street, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Sir Henry Parkes Road, Canley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Sears Retail Park, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Internet - Waitrose	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Asda	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - CPC	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Internet - Currys	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Play.com	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Internet - Shoe Tailor	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Internet - Tesco	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Lakeland, Wood Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Local stores, Dorridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Local stores, Wellesbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Local stores, Kineton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Morrisons, Alvis Retail Park, Holyhead Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Morrisons, Swan Close, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Robert Dyas, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Stewarts of Dunchurch, Daventry Road, Dunchurch, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Northfield Road, Southam	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Torry's Hardware & DIY, West Street, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Touchwood Shopping Centre, Solihull	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Walls TV, Warwick Street, Leamington Spa	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Walsgrave Triangle Retail Park, Gospel Oak Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q12. Where do you normally do most of your households shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc) (Excludes video games)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Don't buy	411	41.1%	41	37.6%	39	37.1%	39	36.8%	41	44.1%	35	41.2%	64	44.8%	32	39.5%	38	40.9%	50	45.5%	32	42.7%
Leamington Spa Town Centre	119	11.9%	34	31.2%	16	15.2%	21	19.8%	17	18.3%	5	5.9%	2	1.4%	11	13.6%	3	3.2%	6	5.5%	4	5.3%
Coventry	44	4.4%	1	.9%	1	1.0%	0	.0%	0	.0%	11	12.9%	27	18.9%	4	4.9%	0	.0%	0	.0%	0	.0%
Stratford-upon-Avon	37	3.7%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	4	4.3%	21	19.1%	9	12.0%
Asda, Chesterton Drive, Leamington Spa	17	1.7%	3	2.8%	1	1.0%	9	8.5%	4	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	16	1.6%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	14.0%	1	.9%	0	.0%
Sainsbury's, Leamington Shopping Park, Leamington Spa	12	1.2%	3	2.8%	3	2.9%	5	4.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Tesco, Emscote Road, Warwick	8	.8%	0	.0%	5	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	2	2.7%
Banbury	7	.7%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.0%
Rugby	5	.5%	0	.0%	0	.0%	0	.0%	2	2.2%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Shopping Park, Leamington Spa	5	.5%	1	.9%	0	.0%	1	.9%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth Town Centre	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	3	3.7%	0	.0%	0	.0%	0	.0%
Birmingham - City Centre	4	.4%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	0	.0%
Argos, Leamington Retail Park	3	.3%	1	.9%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Orchard Retail Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Tachbrook Park Drive, Leamington Spa	3	.3%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Saltisford, Warwick	3	.3%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Shirley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	1	.9%	0	.0%
Redditch	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Asda Living, Warwickshire Shopping Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Alvis Retail Park, Coventry	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House of Fraser, The Parade, Leamington Spa	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Coton End, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Sainsbury's, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Tesco Express, Units 1&2 Leyes Lane, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Wilkinsons, Cannon Park Shopping Centre, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick Town Centre	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Alvis Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Orchard Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%

Q12. Where do you normally do most of your households shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc) (Excludes video games)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Catalogue / Mail Order	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Amazon	158	15.8%	15	13.8%	15	14.3%	14	13.2%	11	11.8%	14	16.5%	25	17.5%	15	18.5%	19	20.4%	17	15.5%	13	17.3%
	Internet - various sites	27	2.7%	1	.9%	6	5.7%	3	2.8%	1	1.1%	2	2.4%	4	2.8%	3	3.7%	1	1.1%	2	1.8%	4	5.3%
	HMV, Upper Mall, Royal Priors, Leamington Spa	13	1.3%	7	6.4%	0	.0%	4	3.8%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Internet - iTunes	10	1.0%	0	.0%	2	1.9%	1	.9%	0	.0%	1	1.2%	2	1.4%	2	2.5%	1	1.1%	1	.9%	0	.0%
	HMV, High Street, Stratford-upon-Avon	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	3	4.0%
	Sainsbury's, Fletchhamstead Highway, Coventry	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	5	.5%	0	.0%	0	.0%	1	.9%	1	1.1%	0	.0%	2	1.4%	1	1.2%	0	.0%	0	.0%	0	.0%
	Asda, Abbey Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Elliots Field Retail Park, Leicester Road, Rugby	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - comparison sites	3	.3%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Play.com	3	.3%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	The Shires Retail Park, Leamington Spa	3	.3%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Asda, Chapel Street, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Maybrook Industrial Estate, Stratford-Upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
Other	HMV, Mell Square Shopping Centre, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
	Internet - Ebay	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Internet - Love Film	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
	John Lewis, Touchwood, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Sainsbury's, Dunchurch Road, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Clifford Bridge Road, Walsgrave, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, The Maybird Centre, Birmingham Road, Stratford-Upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.3%
	Asda, Brade Drive, Walsgrave, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Birmingham Road, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Currys, Banbury Cross Retail Park, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Head, Lower Mall, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - John Lewis	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tesco	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Jessops, Maybrook Road, Stratford-Upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%

Q12. Where do you normally do most of your households shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc) (Excludes video games)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Morrisons, Alcester Road, Stratford-Upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	New Zealand	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Owens Electrical shop Emscote Road, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Presto Classical, Park Street, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Richer Sounds, Smallerbrook Queensway, Birmingham	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Cymberline, Bilton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Selly Oak	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Solihull Retail Park, Marshall Lake Road, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Staples, Maybrook Industrial Estate, Birmingham Road, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Tesco, Cannon Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Main Street, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Internet - Viking Direct	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Walls TV, Warwick Street, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wellesbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	WHSmith, Mell Square, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%

Q13. Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, etc)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q13. Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, etc)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Don't buy	146	14.6%	11	10.1%	18	17.1%	19	17.9%	17	18.3%	14	16.5%	19	13.3%	12	14.8%	12	12.9%	17	15.5%	7	9.3%
Leamington Spa Town Centre	128	12.8%	29	26.6%	22	21.0%	25	23.6%	20	21.5%	1	1.2%	0	.0%	12	14.8%	5	5.4%	8	7.3%	6	8.0%
Coventry	85	8.5%	2	1.8%	2	1.9%	1	.9%	5	5.4%	15	17.6%	45	31.5%	12	14.8%	0	.0%	1	.9%	2	2.7%
Currys, Tachbrook Park Drive, Leamington Spa	60	6.0%	14	12.8%	14	13.3%	17	16.0%	8	8.6%	0	.0%	1	.7%	3	3.7%	1	1.1%	2	1.8%	0	.0%
Solihull	48	4.8%	3	2.8%	2	1.9%	1	.9%	3	3.2%	3	3.5%	2	1.4%	4	4.9%	23	24.7%	4	3.6%	3	4.0%
Stratford-upon-Avon	40	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	24	21.8%	14	18.7%
Currys, Orchard Retail Park, Coventry	33	3.3%	2	1.8%	1	1.0%	0	.0%	0	.0%	9	10.6%	20	14.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Leamington Shopping Park, Leamington Spa	21	2.1%	6	5.5%	4	3.8%	6	5.7%	3	3.2%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
Warwick Town Centre	19	1.9%	2	1.8%	9	8.6%	1	.9%	3	3.2%	0	.0%	0	.0%	2	2.5%	2	2.2%	0	.0%	0	.0%
Rugby	13	1.3%	0	.0%	0	.0%	0	.0%	6	6.5%	7	8.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Chesterton Drive, Leamington Spa	10	1.0%	3	2.8%	1	1.0%	4	3.8%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alvis Retail Park, Coventry	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	8	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Shirley	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	7.5%	0	.0%	0	.0%
Argos, Leamington Shopping Park, Leamington Spa	6	.6%	0	.0%	3	2.9%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Banbury	6	.6%	0	.0%	0	.0%	1	.9%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.0%
Birmingham - City Centre	6	.6%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	2	2.2%	1	.9%	0	.0%
Gallagher Retail Park, Coventry	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	3	2.1%	0	.0%	0	.0%	1	.9%	1	1.3%
Argos, Guy Street, Leamington Spa	5	.5%	3	2.8%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Leamington Shopping Park, Leamington Spa	5	.5%	0	.0%	1	1.0%	4	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Argos, Leamington Retail Park	4	.4%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Co-op 34-56 Clemens Street, Leamington Spa	4	.4%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Kenilworth Town Centre	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	3	3.7%	0	.0%	0	.0%	0	.0%
Redditch	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	1	.9%	0	.0%
Orchard Retail Park, Coventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	3	.3%	0	.0%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Tesco, Emscote Road, Warwick	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Asda Living, Warwickshire Shopping Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Leamington Shopping Park, Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Station Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Cressida Drive, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
House of Fraser, The Parade, Leamington Spa	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Units 1&2 Leyes Lane, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%

Q13. Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, etc)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Alcester	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - various sites	67	6.7%	9	8.3%	8	7.6%	9	8.5%	3	3.2%	5	5.9%	6	4.2%	7	8.6%	5	5.4%	7	6.4%	8	10.7%
Internet - Amazon	48	4.8%	6	5.5%	4	3.8%	3	2.8%	1	1.1%	7	8.2%	5	3.5%	7	8.6%	4	4.3%	3	2.7%	8	10.7%
John Lewis, Touchwood, Solihull	29	2.9%	3	2.8%	1	1.0%	3	2.8%	1	1.1%	0	.0%	3	2.1%	4	4.9%	9	9.7%	4	3.6%	1	1.3%
Internet - John Lewis	14	1.4%	1	.9%	1	1.0%	1	.9%	2	2.2%	0	.0%	2	1.4%	2	2.5%	3	3.2%	1	.9%	1	1.3%
Currys, Maybrook Industrial Estate, Stratford-upon-Avon	12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	7.3%	4	5.3%
Internet - comparison sites	11	1.1%	1	.9%	2	1.9%	0	.0%	3	3.2%	1	1.2%	0	.0%	1	1.2%	1	1.1%	2	1.8%	0	.0%
Maybird Retail Park, Birmingham Road, Stratford-upon-Avon	10	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.5%	3	4.0%
Varies	8	.8%	1	.9%	1	1.0%	1	.9%	0	.0%	0	.0%	2	1.4%	2	2.5%	0	.0%	0	.0%	1	1.3%
Argos, Maybird Centre, Birmingham Road, Stratford-upon-Avon	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	4	5.3%
Currys, London Road, Coventry	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	2	1.4%	1	1.2%	1	1.1%	0	.0%	0	.0%
Co-op, Corporation Street, Coventry	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	2	1.4%	2	2.5%	0	.0%	0	.0%	0	.0%
Internet - Currys	6	.6%	0	.0%	0	.0%	1	.9%	0	.0%	1	1.2%	3	2.1%	0	.0%	1	1.1%	0	.0%	0	.0%
Currys, Maybird Centre, Birmingham Road, Stratford-upon-Avon	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	1	1.3%
Walls Television Video & Radio, Cubbington Road, Leamington Spa	5	.5%	4	3.7%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Junction 1 Retail Park, Rugby	4	.4%	0	.0%	0	.0%	0	.0%	2	2.2%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Ebay	4	.4%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	1	1.1%	0	.0%	0	.0%
Argos, Queen Victoria Road, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Abbey Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Argos	3	.3%	1	.9%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Owens Electrical, Ernscombe Road, Leamington Spa	3	.3%	1	.9%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	3	.3%	0	.0%	0	.0%	1	.9%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Airport Retail Park, London Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Banbury Cross Retail Park, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Sears Retail Park, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Elliot's Field Retail Park, Leicester Road, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
HMV, High Street, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
Internet - Appliances Online	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	.9%	0	.0%
Internet - Google	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%

Q13. Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, etc)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Robert Dyas, Parade, Leamington Spa	2	.2%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Birmingham Road, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Tesco, Clifford Bridge Road, Walsgrave, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Wellesbourne	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
Alderminster	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Argos, Clock Towers Shopping Centre, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Brade Drive, Walsgrave, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury Cross Retail Park, Lockheed Close, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Check on the internet and buy wherever is cheapest	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Costco, Torrington Avenue, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, High Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Currys PC World, London Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Battery Retail Park, Selly Oak Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Currys, Solihull Gate Retail Park, Stratford Road, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Frank Harvey, Spon Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Dabs	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Dell	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Internet - ISP	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Internet - Play.com	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Jessops, Parade, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Jessops, Kingfisher Shopping Centre, Redditch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
JH Thorpe, Shipston Road, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Kingfisher Shopping Centre, Redditch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Orange phones	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
QVC shopping channel	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Austin Drive, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%

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Q13. Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, etc)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Fletchhamstead Highway, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Park Street, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Solihull Retail Park, Marshall Lake Road, Shirley, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	South Warwickshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Staples, Maybrook Industrial Estate, Birmingham Road, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Tesco, Shirley, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco, Cannon Park Centre, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	The Shires Retail Park, Tachbrook Park Drive, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	The Shires Retail Park, Tachbrook Park Drive, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Three network	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q14. Where do you normally do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q14. Where do you normally do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Don't buy	423	42.3%	49	45.0%	38	36.2%	42	39.6%	41	44.1%	38	44.7%	58	40.6%	42	51.9%	31	33.3%	54	49.1%	30	40.0%
Leamington Spa Town Centre	104	10.4%	22	20.2%	15	14.3%	24	22.6%	17	18.3%	3	3.5%	3	2.1%	8	9.9%	2	2.2%	4	3.6%	6	8.0%
Coventry	102	10.2%	6	5.5%	9	8.6%	9	8.5%	2	2.2%	13	15.3%	48	33.6%	10	12.3%	1	1.1%	3	2.7%	1	1.3%
Stratford-upon-Avon	48	4.8%	0	.0%	4	3.8%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	2	2.2%	22	20.0%	18	24.0%
Warwick Town Centre	25	2.5%	3	2.8%	11	10.5%	1	.9%	1	1.1%	0	.0%	1	.7%	2	2.5%	3	3.2%	3	2.7%	0	.0%
Solihull	24	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	23	24.7%	1	.9%	0	.0%
Catalogue / Mail Order	9	.9%	1	.9%	0	.0%	3	2.8%	2	2.2%	1	1.2%	0	.0%	1	1.2%	1	1.1%	0	.0%	0	.0%
Rugby	8	.8%	0	.0%	0	.0%	0	.0%	2	2.2%	6	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	6	.6%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
Birmingham - City Centre	5	.5%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
Shirley	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	1	.9%	0	.0%
Leamington Shopping Park, Leamington Spa	5	.5%	1	.9%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	1	1.2%	1	1.1%	0	.0%	0	.0%
Asda, Chesterton Drive, Leamington Spa	4	.4%	0	.0%	0	.0%	3	2.8%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Redditch	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	1	.9%	0	.0%
Argos, Guy Street, Leamington Spa	3	.3%	2	1.8%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Argos, Leamington Retail Park	3	.3%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Argos, Leamington Shopping Park, Leamington Spa	3	.3%	0	.0%	1	1.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth Town Centre	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Sainsbury's, Leamington Shopping Park, Leamington Spa	2	.2%	1	.9%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Metro, 22-24 The Parade, Leamington Spa	2	.2%	1	.9%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Emscote Road, Warwick	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
Asda Living, Warwickshire Shopping Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Ernscoate Road, Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Saltisford, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Sainsbury's, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Alcester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Birmingham - Hall Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Birmingham - Sparkhill	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwickshire Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%

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Q14. Where do you normally do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - various sites	41	4.1%	5	4.6%	6	5.7%	5	4.7%	1	1.1%	3	3.5%	5	3.5%	3	3.7%	4	4.3%	4	3.6%	5	6.7%
	Internet - Amazon	33	3.3%	4	3.7%	4	3.8%	3	2.8%	3	3.2%	4	4.7%	3	2.1%	3	3.7%	4	4.3%	3	2.7%	2	2.7%
	Internet - comparison sites	10	1.0%	1	.9%	2	1.9%	1	.9%	2	2.2%	0	.0%	0	.0%	2	2.5%	0	.0%	2	1.8%	0	.0%
	Internet - Ebay	9	.9%	1	.9%	1	1.0%	1	.9%	2	2.2%	2	2.4%	1	.7%	1	1.2%	0	.0%	0	.0%	0	.0%
	Toys 'R' Us, Parkway, Coventry	9	.9%	0	.0%	0	.0%	1	.9%	2	2.2%	3	3.5%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	9	.9%	0	.0%	1	1.0%	3	2.8%	2	2.2%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	1	1.3%
	Go Outdoors, Coventry Business Park, Canley	8	.8%	1	.9%	0	.0%	0	.0%	1	1.1%	0	.0%	5	3.5%	0	.0%	1	1.1%	0	.0%	0	.0%
	Maybird Shopping Centre, Stratford-upon-Avon	6	.6%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	3	4.0%
	Hobbycraft, Warwick Road, Coventry	4	.4%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	0	.0%
	Blacks, Parade, Leamington Spa	3	.3%	2	1.8%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abroad	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	American Golf, Central Six Retail Park, Warwick Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	0	.0%
	Argos, Maybird Centre, Birmingham Road, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	Argos, Queen Victoria Road, Coventry	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, North London Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Central Six Retail Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Elliots Field Retail Park, Leicester Road, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Argos	2	.2%	1	.9%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Touchwood, Solihull	2	.2%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Leicester City Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Mothercare, Shires Retail Park, Leamington Spa	2	.2%	1	.9%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sports Direct, Royal Priors Shopping Centre, Leamington Spa	2	.2%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warwick Sports Shop, Swan Street, Warwick	2	.2%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Arena Park Shopping Centre, Classic Drive, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Stoney Stanton Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Jubilee Crescent, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Solihull Retail Park, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	
Broad Lane Caravans, Leek Wooton, Kenilworth	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Cannon Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Castle Toy Shop, Smith Street, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	

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Q14. Where do you normally do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Coventry Cycle Centre, Far Gosford Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Hawkin's Bazaar, Lower Priors, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hobgoblin, Gibb Street, Digbeth, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Hobbycraft, Central Six Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Church Meadow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Internet - Create & Craft Ideal World	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Direct Golf	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Internet - Ribble Cycles in Lancashire	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Slater's	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Internet - Specialist swimsuit sites	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Internet - Studio	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Internet - Ticket Master	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Internet - Wiggle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Internet - Joe Browns	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet John Lewis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Jacksons, Colliers Way, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Reay Golf Centre, Sandpits Lane, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Lakeland, Stratford-upon-Avon	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lockwood, Rugby Road, Leamington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	London	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Millets, Clock Tower Shopping Centre, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Robert Dyas, The Parade, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Dunchurch Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Fletchamstead Highway, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Sears Retail Park, Oakenshaw Road, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%

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Q14. Where do you normally do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	South Warwickshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Specialist suppliers - telephone order	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sports Direct, Maybird Centre, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Television shopping channel	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Entertainer, Lower Holyhead Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Shires Retail Park, Tachbrook Park Drive, Leamington Spa	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	WH Smith, West Orchard Shopping Centre, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wolverhampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%

Q15. Where do you normally do most of your household's shopping for pets & pet related products?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q15. Where do you normally do most of your household's shopping for pets & pet related products?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Don't buy	608	60.8%	72	66.1%	60	57.1%	61	57.5%	46	49.5%	45	52.9%	92	64.3%	68	84.0%	58	62.4%	60	54.5%	46	61.3%
Leamington Spa Town Centre	40	4.0%	14	12.8%	3	2.9%	12	11.3%	6	6.5%	1	1.2%	1	.7%	1	1.2%	1	1.1%	1	.9%	0	.0%
Coventry	33	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	7	8.2%	24	16.8%	0	.0%	1	1.1%	0	.0%	1	1.3%
Stratford-upon-Avon	33	3.3%	0	.0%	1	1.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	2	2.2%	19	17.3%	9	12.0%
Pets at Home, Myton Road, Leamington Spa	23	2.3%	3	2.8%	9	8.6%	6	5.7%	2	2.2%	1	1.2%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
Warwick Town Centre	22	2.2%	2	1.8%	8	7.6%	1	.9%	2	2.2%	1	1.2%	0	.0%	1	1.2%	5	5.4%	2	1.8%	0	.0%
Asda, Chesterton Drive, Leamington Spa	17	1.7%	5	4.6%	0	.0%	10	9.4%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Tesco, Emscote Road, Warwick	13	1.3%	1	.9%	5	4.8%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	3	3.2%	2	1.8%	0	.0%
Sainsbury's, Saltisford, Warwick	9	.9%	0	.0%	4	3.8%	0	.0%	1	1.1%	1	1.2%	0	.0%	0	.0%	1	1.1%	2	1.8%	0	.0%
Rugby	9	.9%	0	.0%	0	.0%	0	.0%	5	5.4%	4	4.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Metro, 22-24 The Parade, Leamington Spa	7	.7%	2	1.8%	1	1.0%	2	1.9%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.3%
Sainsbury's, Leamington Shopping Park, Leamington Spa	6	.6%	0	.0%	1	1.0%	3	2.8%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Shirley	5	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
Leamington Shopping Park, Leamington Spa	5	.5%	2	1.8%	0	.0%	2	1.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth Town Centre	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.9%	0	.0%	0	.0%	0	.0%
Knowle	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
Wilkinsons, Cannon Park Shopping Centre, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	3	.3%	0	.0%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Solihull	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Sainsbury's, Warwick Road, Kenilworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Daventry	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Morrisons, Old Warwick Road, Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, 2 Park Street, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Birmingham - Stirchley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Orchard Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q15. Where do you normally do most of your household's shopping for pets & pet related products?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Southam	11	1.1%	0	.0%	0	.0%	0	.0%	10	10.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Pets at Home, Sir Henry Parkes Road, Coventry	10	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	8	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Pets At Home, Myton Road, Leamington Spa	8	.8%	2	1.8%	4	3.8%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Maybird Shopping Centre, Birmingham Road, Stratford-upon-Avon	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.5%	2	2.7%
	Pets at Home, Elliots Field Retail Park, Leicester Road, Rugby	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.7%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Tesco, Birmingham Road, Stratford-upon-Avon	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	3	2.7%	1	1.3%
	Trust Pet Products, Wedgnoek Industrial Estate, Warwick	5	.5%	1	.9%	3	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Internet - Pet Supermarket	4	.4%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	.9%	1	1.3%
	Pets at Home, Marshall Lake Road, Shirley, Solihull	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
	Asda, Abbey Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Jollyes Pet Foods, Maybird Centre, Stratford-upon-Avon	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	2	2.7%
	Morrisons, Alvis Retail Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Clifford Bridge Road, Walsgrave, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Banbury Cross Retail Park, Lockheed Close, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Costco, Torrington Avenue, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Countrywide Stores, Snitterfield Road, Bearley, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	County Stores, Southam Industrial Estate, Southam	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cubbington	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Asda	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Morrisons, Alcester Road, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	Morrisons, Skipworth Road, Binley	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Pets at Home, Maybird Centre, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.3%
	Sainsbury's, Clifton Road, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Warwick Road, Kenilworth	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Tesco, Northfield Road, Southam	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Market, Warwick	2	.2%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wellesbourne	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	
Asda, Brade Drive, Walsgrave	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q15. Where do you normally do most of your household's shopping for pets & pet related products?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Birmingham Wholesale Markets	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Budbrooke Industrial Estate, Budbrooke Road, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Church Lawford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Coventry Street, Southam	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Harbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Loxley Close, Wellesbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Co-op, Church Road, Long Itchington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street Southam	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Duncans Pets & Garden Centre, Warwick Road, Wellesbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Elliots Field Retail Park, Leicester Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Amazon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - various sites	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Pet Sense Direct	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Internet - RSPB	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Sainsburys	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - VioVet	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet -Value Pet	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Burns	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tesco	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Whitnash	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Covington	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Charlecote	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Earlswood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Mail Order - Oscar	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Bridge Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Pet Love, High Street, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Pets & Plants, Rugby Road, Royal Leamington Spa	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Pet City, Spon End, Canley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	PJ Pets, Bowen Square, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Poundland, The Mall, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Sainsbury's, Coton Wood, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	
Sainsbury's, Oxford Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	
Shires Retail Park, Tachbrook Park Drive, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q15. Where do you normally do most of your household's shopping for pets & pet related products?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Cannon Park Centre, Lynchgate Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Main Street, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco, Monkspath Business Park, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco, Stratford Road, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	The Veterinary Centre, Daventry Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Bertie Road, Kenilworth	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson, Cathedral Lanes Shopping Centre, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Windmill Pet Supplies, Northend, Southam	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q16. Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes, pens, diaries, etc) and drawing materials?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q16. Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes, pens, diaries, etc) and drawing materials?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Leamington Spa Town Centre	168	16.8%	54	49.5%	24	22.9%	39	36.8%	25	26.9%	6	7.1%	4	2.8%	6	7.4%	2	2.2%	6	5.5%	2	2.7%
Don't buy	136	13.6%	10	9.2%	12	11.4%	21	19.8%	13	14.0%	22	25.9%	16	11.2%	12	14.8%	12	12.9%	12	10.9%	6	8.0%
Stratford-upon-Avon	77	7.7%	0	.0%	4	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	40	36.4%	29	38.7%
Coventry	67	6.7%	2	1.8%	1	1.0%	1	.9%	2	2.2%	9	10.6%	51	35.7%	1	1.2%	0	.0%	0	.0%	0	.0%
Kenilworth Town Centre	31	3.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	29	35.8%	0	.0%	0	.0%	0	.0%
Warwick Town Centre	23	2.3%	1	.9%	12	11.4%	1	.9%	1	1.1%	0	.0%	0	.0%	1	1.2%	3	3.2%	4	3.6%	0	.0%
Asda, Chesterton Drive, Leamington Spa	19	1.9%	4	3.7%	1	1.0%	7	6.6%	6	6.5%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	18	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	18	19.4%	0	.0%	0	.0%
Rugby	16	1.6%	0	.0%	0	.0%	1	.9%	1	1.1%	14	16.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Embscot Road, Warwick	10	1.0%	1	.9%	4	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	2	1.8%	1	1.3%
Sainsbury's, Leamington Shopping Park, Leamington Spa	8	.8%	1	.9%	3	2.9%	3	2.8%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	8	.8%	0	.0%	0	.0%	0	.0%	5	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.0%
Redditch	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	1	.9%	0	.0%
Wilkinsons, Station Road, Kenilworth	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.9%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	4	.4%	0	.0%	0	.0%	0	.0%	2	2.2%	1	1.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Asda Living, Warwickshire Shopping Park, Coventry	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Saltisford, Warwick	3	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
Alvis Retail Park, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Shopping Park, Leamington Spa	3	.3%	1	.9%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Sainsbury's, Warwick Road, Kenilworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Wilkinsons, Cannon Park Shopping Centre, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Knowle	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Argos, Guy Street, Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Argos, Leamington Shopping Park, Leamington Spa	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Myton Road, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Roseby / Benson Beds, Leamington Shopping Park, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Sainsbury's, 2 Park Street, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Sainsbury's, Coton End, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Metro, 22-24 The Parade, Leamington Spa	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham - Moseley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Daventry	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q16. Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes, pens, diaries, etc) and drawing materials?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Shirley		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Warwickshire Retail Park, Coventry		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Amazon		151	15.1%	13	11.9%	11	10.5%	15	14.2%	9	9.7%	13	15.3%	28	19.6%	16	19.8%	14	15.1%	13	11.8%	19	25.3%
WHSmith, Parade, Leamington Spa		21	2.1%	5	4.6%	3	2.9%	6	5.7%	3	3.2%	0	.0%	0	.0%	2	2.5%	1	1.1%	1	.9%	0	.0%
Waterstones, Warwick Street, Leamington Spa		18	1.8%	8	7.3%	4	3.8%	4	3.8%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - various sites		17	1.7%	1	.9%	2	1.9%	1	.9%	2	2.2%	2	2.4%	5	3.5%	0	.0%	1	1.1%	1	.9%	2	2.7%
WHSmith, High Street, Stratford-upon-Avon		12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	8.2%	3	4.0%
Southam		11	1.1%	0	.0%	2	1.9%	0	.0%	9	9.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Staples, Maybrook Industrial Estate, Stratford-upon-Avon		10	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	6	5.5%	2	2.7%
Varies		10	1.0%	2	1.8%	3	2.9%	0	.0%	2	2.2%	0	.0%	1	.7%	0	.0%	2	2.2%	0	.0%	0	.0%
Waterstones, Gosford Street, Coventry		9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	8	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Waterstones, High Street, Stratford-upon-Avon		8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.1%	5	4.5%	1	1.3%
WHSmith, Market Street, Warwick		8	.8%	0	.0%	6	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
WHSmith, West Orchard Shopping Centre, Coventry		7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.7%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Waterstones, High Street, Solihull		5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	1	.9%	0	.0%
Asda, Abbey Park, Coventry		4	.4%	0	.0%	0	.0%	1	.9%	0	.0%	1	1.2%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Staples, Holyhead Road, Coventry		4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Monkspath Business Park, Shirley, Solihull		4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
Tesco, Cannon Park Centre, Coventry		4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Maybird Retail Park, Stratford-upon-Avon		4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	2	2.7%
Warwick Books, Market Place, Warwick		4	.4%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
Internet - Waterstones		3	.3%	1	.9%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Maybird Shopping Centre, Birmingham Road, Stratford-upon-Avon		3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	2	2.7%
WHSmith, Talisman Close, Kenilworth		3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%
Hobbycraft Coventry, Central Six Retail Park, Coventry		2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - eBay		2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Morrisons, Alvis Retail Park, Coventry		2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Oxford		2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%	0	.0%	0	.0%

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Q16. Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes, pens, diaries, etc) and drawing materials?

		Base: All respondents																					
		Zone																					
		1		2		3		4		5		6		7		8		9		10			
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Other	Peters Bookshops, Talisman Square, Kenilworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	0	.0%		
	Tesco, Clifford Bridge Road, Walsgrave, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%		
	The Works, Parade, Leamington Spa	2	.2%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Waterstones, Castle Street, Banbury	2	.2%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	WHSmith, Mell Square, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%		
	Blackwells, Broad Street, Oxford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%		
	Cannon Park Shopping Centre, Lynchgate Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%		
	Henley in Arden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%		
	Co-op, High Street, Ryton on Dunsmore	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%		
	Costcutter, High Street, Royal Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Cubbington General Stores, Queen Street, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Ewingtons Plumbing, Mallow Way, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%		
	Halifax	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%		
	Hillier Garden Centre, Compton Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%		
	Internet - Argos	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Internet - 7 Day Shop	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%		
	Internet - Book People	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%		
	Internet - History Press	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Internet - Kobo	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%		
	Internet - Office	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Internet - Play.com	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Internet - Viking-Direct	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Emscote Road, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Bishops Itchington	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Kineton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
London	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%			
Long Marston	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%			
Osbornes, Kenilworth Street, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%			
Poundland, The Mall, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%			
Sainsbury's, Stratford Road, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%			

Q16. Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes, pens, diaries, etc) and drawing materials?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, The Shires Retail Park, Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Dunchurch Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Fletchamstead Highway, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Trinity Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	South Warwickshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Staples, Stratford Road, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco, Northfield Road, Southam	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterstones, The Shires, Church Gate, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterstones, New Street, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Wellesbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Whitnash	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woodloes Park	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q17. Where do you normally do most of your household's shopping for personal/ luxury goods including jewellery, china, glass, medicine and cosmetics?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q17. Where do you normally do most of your household's shopping for personal/ luxury goods including jewellery, china, glass, medicine and cosmetics?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Leamington Spa Town Centre	188	18.8%	52	47.7%	26	24.8%	43	40.6%	25	26.9%	7	8.2%	8	5.6%	11	13.6%	4	4.3%	4	3.6%	8	10.7%
Don't buy	178	17.8%	13	11.9%	15	14.3%	25	23.6%	17	18.3%	21	24.7%	16	11.2%	16	19.8%	23	24.7%	23	20.9%	9	12.0%
Coventry	83	8.3%	1	.9%	0	.0%	1	.9%	2	2.2%	14	16.5%	59	41.3%	5	6.2%	0	.0%	1	.9%	0	.0%
Stratford-upon-Avon	79	7.9%	3	2.8%	2	1.9%	0	.0%	3	3.2%	0	.0%	1	.7%	0	.0%	1	1.1%	41	37.3%	28	37.3%
Solihull	48	4.8%	1	.9%	3	2.9%	0	.0%	2	2.2%	1	1.2%	7	4.9%	2	2.5%	27	29.0%	4	3.6%	1	1.3%
Boots, Leamington Shopping Park, Leamington Spa	29	2.9%	5	4.6%	8	7.6%	10	9.4%	1	1.1%	2	2.4%	1	.7%	1	1.2%	1	1.1%	0	.0%	0	.0%
Kenilworth Town Centre	28	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	26	32.1%	1	1.1%	0	.0%	0	.0%
Boots, The Parade, Leamington Spa	22	2.2%	7	6.4%	6	5.7%	2	1.9%	5	5.4%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.3%
Warwick Town Centre	22	2.2%	1	.9%	13	12.4%	0	.0%	1	1.1%	0	.0%	1	.7%	0	.0%	1	1.1%	5	4.5%	0	.0%
Rugby	20	2.0%	0	.0%	0	.0%	0	.0%	5	5.4%	15	17.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Chesterton Drive, Leamington Spa	13	1.3%	1	.9%	0	.0%	10	9.4%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Market Street, Warwick	13	1.3%	0	.0%	10	9.5%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	1	.9%	0	.0%
Birmingham - City Centre	13	1.3%	0	.0%	2	1.9%	0	.0%	0	.0%	3	3.5%	3	2.1%	2	2.5%	2	2.2%	1	.9%	0	.0%
Banbury	9	.9%	0	.0%	0	.0%	0	.0%	5	5.4%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.0%
Tesco, Emscote Road, Warwick	8	.8%	1	.9%	3	2.9%	2	1.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	.9%	0	.0%
Boots, Oxford Street, Leamington Spa	7	.7%	4	3.7%	0	.0%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	6	.6%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.2%	2	2.2%	0	.0%	0	.0%
Boots, Station Road, Kenilworth	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	4	4.9%	0	.0%	0	.0%	0	.0%
Sainsbury's, Leamington Shopping Park, Leamington Spa	5	.5%	0	.0%	1	1.0%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Boots, Bertie Road, Kenilworth	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.9%	0	.0%	0	.0%	0	.0%
Knowle	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
Leamington Shopping Park, Leamington Spa	4	.4%	3	2.8%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House of Fraser, The Parade, Leamington Spa	3	.3%	1	.9%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Redditch	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	1	1.3%
Shirley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
Sainsbury's, Saltisford, Warwick	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Argos, Guy Street, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Alvis Retail Park, Coventry	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Myton Road, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, 70 Parade, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Old Warwick Road, Leamington Spa	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Wilkinsons, Station Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%

Q17. Where do you normally do most of your household's shopping for personal/ luxury goods including jewellery, china, glass, medicine and cosmetics?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Maybird Centre, Stratford-upon-Avon	13	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	7	6.4%	5	6.7%
	Southam	12	1.2%	0	.0%	0	.0%	0	.0%	11	11.8%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Cannon Park Shopping Centre, Coventry	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	8	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Central Six Retail Park, Warwick Road, Coventry	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	8	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Touchwood, Solihull	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	2	2.5%	3	3.2%	2	1.8%	0	.0%
	Internet - various sites	8	.8%	2	1.8%	2	1.9%	0	.0%	1	1.1%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	1	1.3%
	Varies	7	.7%	0	.0%	1	1.0%	0	.0%	1	1.1%	1	1.2%	2	1.4%	0	.0%	1	1.1%	0	.0%	1	1.3%
	Local chemist, Coventry	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	5	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Wellsbourne	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	5	6.7%
	Abroad/ on holiday	5	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	1	.7%	1	1.2%	0	.0%	0	.0%	1	1.3%
	Boots, Stratford Road, Solihull	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	4	4.3%	0	.0%	0	.0%
	Boots, Bridge Street, Stratford-upon-Avon	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	2	2.7%
	Internet - Ebay	4	.4%	1	.9%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Internet - QVC	4	.4%	1	.9%	1	1.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Harbury	4	.4%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Daventry Road, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Morrisons, Alcester Road, Stratford-upon-Avon	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Tesco, Cannon Park Centre, Lynchgate Road, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Abbey Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Day Lewis Pharmacy, Narrow Hall Meadow, Warwick	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Dorridge Pharmacy, High Street, Dorridge	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
	Henley-In-Arden	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	House of Fraser, Parade, Leamington Spa	2	.2%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - John Lewis	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	Kinetone	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
	Lloyds Pharmacy, Crown Way, Leamington Spa	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Leamington Spa	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	London	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	0	.0%
	Sainsburys, Park Street, Warwick	2	.2%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shires Retail Park, Leamington Spa	2	.2%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Maybird Retail Park, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%

Q17. Where do you normally do most of your household's shopping for personal/ luxury goods including jewellery, china, glass, medicine and cosmetics?

		Base: All respondents		Zone																					
				1		2		3		4		5		6		7		8		9		10			
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Other	Wilkinson, Bridge Street, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Birk & Nagra Pharmacy, Rugby Road, Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Internet - Amazon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Argos, Gallagher Retail Park, Stoney Stanton Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Maybird Centre, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
	Mail order - Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bath	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Birk & Nagra Pharmacy, Heathcote Road, Whitnash	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Lockheed Close, Banbury	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%
	Boots, Market Mall, The Clock Towers, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Talisman Square, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Cannon Park Shopping Centre, Lynchgate Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chemycare Pharmacy, Park Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Corporation Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
	Debenhams, Kingfisher Shopping Centre, Redditch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
	Dyhouse Pharmacy, Forest Road, Dorridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Fabulous Collections, Lower Villiers Street, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Forest of Dean	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Heathrow Airport, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
	House of Fraser, Warwick Road, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
	Internet - Boots	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, High Wycombe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lee Longlands, Bedford Street, Royal Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Church Lawford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local chemist, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whitnash	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Shrewley Common	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	
Tysoe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	
Wythall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	

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Q17. Where do you normally do most of your household's shopping for personal/ luxury goods including jewellery, china, glass, medicine and cosmetics?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Marks & Spencer, Bridge Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Marks & Spencer, Classic Drive, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Maybird Shopping Centre Birmingham Road Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Pandora, Upper Holly Walk, Royal Priors, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Parlour Jewellers, Cannon Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Stratford Road, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Sainsburys, The Shires Retail Park, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Savers PLC, Parade, Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	South Warwickshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Main Road, Tiddington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Stretton on Dunsmore	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sweden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco, Monkspath Business Park, Shirley, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Tesco, Clifford Bridge Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, New Street, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Body Shop, West Orchard Shopping Centre, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	The Jewellery Centre, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	The Shires Retail Park, Tachbrook Park Drive, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, The Rosebird Centre, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Wolston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Yew Tree Flowers, Pettiford Lane, Wootton Wawen	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	

Q18. Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q18. Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Don't buy	211	21.1%	24	22.0%	21	20.0%	21	19.8%	22	23.7%	20	23.5%	22	15.4%	14	17.3%	26	28.0%	20	18.2%	21	28.0%
Leamington Spa Town Centre	148	14.8%	35	32.1%	24	22.9%	35	33.0%	23	24.7%	5	5.9%	6	4.2%	5	6.2%	2	2.2%	7	6.4%	6	8.0%
Coventry	128	12.8%	15	13.8%	7	6.7%	5	4.7%	5	5.4%	21	24.7%	59	41.3%	10	12.3%	1	1.1%	5	4.5%	0	.0%
Stratford-upon-Avon	59	5.9%	0	.0%	4	3.8%	0	.0%	2	2.2%	0	.0%	1	.7%	2	2.5%	4	4.3%	28	25.5%	18	24.0%
Solihull	49	4.9%	1	.9%	5	4.8%	3	2.8%	1	1.1%	1	1.2%	4	2.8%	8	9.9%	18	19.4%	6	5.5%	2	2.7%
Kenilworth Town Centre	30	3.0%	4	3.7%	0	.0%	1	.9%	1	1.1%	1	1.2%	3	2.1%	17	21.0%	1	1.1%	1	.9%	1	1.3%
Banbury	21	2.1%	0	.0%	1	1.0%	4	3.8%	9	9.7%	0	.0%	1	.7%	0	.0%	0	.0%	3	2.7%	3	4.0%
Warwick Town Centre	18	1.8%	2	1.8%	7	6.7%	3	2.8%	0	.0%	0	.0%	0	.0%	3	3.7%	1	1.1%	1	.9%	1	1.3%
Leamington Shopping Park, Leamington Spa	13	1.3%	2	1.8%	1	1.0%	7	6.6%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Birmingham - City Centre	12	1.2%	1	.9%	2	1.9%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	4	4.3%	1	.9%	2	2.7%
Ikea, Croft Road, Coventry	11	1.1%	1	.9%	1	1.0%	2	1.9%	1	1.1%	1	1.2%	3	2.1%	0	.0%	1	1.1%	0	.0%	1	1.3%
Rugby	11	1.1%	1	.9%	0	.0%	0	.0%	4	4.3%	6	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alvis Retail Park, Coventry	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.5%	4	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Leamington Spa	6	.6%	0	.0%	0	.0%	4	3.8%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Shirley	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.4%	1	.9%	0	.0%
Carpet Right, Leamington Shopping Park, Leamington Spa	5	.5%	1	.9%	0	.0%	3	2.8%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Coventry	5	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	3	3.5%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	1	.9%	1	1.3%
Alcester	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
Nuneaton	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Ernscombe Road, Leamington Spa	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Homebase, Myton Road, Leamington Spa	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House of Fraser, The Parade, Leamington Spa	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.3%
Redditch	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Argos, Leamington Retail Park	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Chesterton Drive, Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, The Parade, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Co-op 34-56 Clemens Street, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Currys, Orchard Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Tachbrook Park Drive, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dreams, Myton Road, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Marks & Spencer, 70 Parade, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%

Q18. Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Leamington Shopping Park, Leamington Spa	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Birmingham - Acocks Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Birmingham - Moseley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Birmingham - Sparkhill	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Welltham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Orchard Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Touchwood, Solihull	28	2.8%	1	.9%	5	4.8%	2	1.9%	1	1.1%	1	1.2%	2	1.4%	4	4.9%	7	7.5%	4	3.6%	1	1.3%
	Varies	24	2.4%	2	1.8%	4	3.8%	2	1.9%	2	2.2%	3	3.5%	1	.7%	2	2.5%	3	3.2%	2	1.8%	3	4.0%
	Internet - various sites	23	2.3%	3	2.8%	2	1.9%	2	1.9%	4	4.3%	3	3.5%	4	2.8%	1	1.2%	1	1.1%	1	.9%	2	2.7%
	Dunelm Mill, London Road, Coventry	11	1.1%	0	.0%	3	2.9%	1	.9%	0	.0%	2	2.4%	4	2.8%	0	.0%	1	1.1%	0	.0%	0	.0%
	Southam	10	1.0%	0	.0%	0	.0%	0	.0%	8	8.6%	1	1.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Maybird Centre, Birmingham Road, Stratford-Upon-Avon	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	6	5.5%	2	2.7%
	DFS, Alvis Retail Park, Coventry	7	.7%	0	.0%	1	1.0%	0	.0%	0	.0%	2	2.4%	2	1.4%	1	1.2%	1	1.1%	0	.0%	0	.0%
	Ikea, Croft Road, Coventry	6	.6%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	2	1.4%	2	2.5%	0	.0%	0	.0%	0	.0%
	Henley-in-Arden	5	.5%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	1	1.3%
	Co-op, Corporation Street, Coventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Local shops, Leamington	4	.4%	1	.9%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Thomas Hearn Ltd, Warwick Road, Kenilworth	4	.4%	1	.9%	3	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Carpetright, Maybrook Industrial Park, Stratford-upon-Avon	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	2	2.7%
	Carpetright, Stratford-Upon-Avon	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	1	1.3%
	Hearn Thomas, Warwick Road, Kenilworth	3	.3%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Argos, Queen Victoria Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	British Home Stores, Bridge Street, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
	Carpetright, Elliots Field Retail Park, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, West Orchard Shopping Centre, Coventry	2	.2%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harveys, Alvis Retail Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.3%
	Internet - Ebay	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Internet - John Lewis	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
Leicester	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
SCS, Gallagher Retail Park Stoney Stanton Road Coventry	2	.2%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q18. Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sears Retail Park, Shirley, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
	Shires Retail Park, Tachbrook Park Drive, Warwick	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Various	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Alcester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Argos, Maybird Retail Park, Birmingham Road, Stratford-Upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Birmingham - Sparkbrook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Bishops Tachbrook	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boundary Mill, Junction 10 Retail Centre, Walsall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Cardiff	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Carpet Mill, Red Lane, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Carpetrigh, Orchard Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Carpetrigh, The Shires Retail Park, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cookes' Furniture Store, Eardington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Costco, Torrington Avenue, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Cubbington	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	DFS, John Kempe Way, Birmingham	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dreams, Gallagher Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dudley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Fred Winter, Guild Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Furniture Village, Solihull Gate Retail Park, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Godiva Carpets, Spon End, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Harveys, Stratford Road, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Homebase, Avon Industrial Estate, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Homebase, Oakenshaw Road, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Ikea, Park Lane, Wednesbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Internet - Marks & Spencer	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	
Internet - Sofa Sofa	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - Wowcher	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - Amazon	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q18. Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Godiva Carpets, Kelvin Road, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Old Cavendish Street, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	John Lewis, Bletchley, Milton Keynes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Laura Ashley, Parade, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lee Longlands, Bedford Street, Royal Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lillington	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local shops, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tysoe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Avon Dassett	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bedfordshire	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dorridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Wellesbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Marks & Spencer, Foleshill, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Fosse Park, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mercia Carpets, Abbey End, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Midfurn, Arden Road, Alcester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Newport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Healthy Life	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shopping Channel	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	South Warwickshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Southam Road Retail Park, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Birmingham Road, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	The Bed Factory, Regent Street, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Ulster	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Uppingham	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wales	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Walsall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Wickes, Radford Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Wovenground Rugs, Kings Road, London	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q19. Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Don't buy	138	13.8%	16	14.7%	15	14.3%	11	10.4%	15	16.1%	12	14.1%	24	16.8%	11	13.6%	14	15.1%	11	10.0%	9	12.0%
Homebase, Myton Road, Leamington Spa	95	9.5%	23	21.1%	19	18.1%	31	29.2%	9	9.7%	0	.0%	0	.0%	3	3.7%	4	4.3%	4	3.6%	2	2.7%
Coventry	88	8.8%	2	1.8%	3	2.9%	1	.9%	3	3.2%	18	21.2%	49	34.3%	11	13.6%	0	.0%	1	.9%	0	.0%
Leamington Spa Town Centre	85	8.5%	21	19.3%	9	8.6%	25	23.6%	16	17.2%	1	1.2%	0	.0%	7	8.6%	0	.0%	4	3.6%	2	2.7%
Stratford-upon-Avon	76	7.6%	0	.0%	2	1.9%	2	1.9%	0	.0%	0	.0%	0	.0%	3	3.7%	1	1.1%	41	37.3%	27	36.0%
B&Q, Alvis Retail Park, Coventry	69	6.9%	9	8.3%	4	3.8%	4	3.8%	5	5.4%	14	16.5%	24	16.8%	5	6.2%	2	2.2%	2	1.8%	0	.0%
Homebase, Ernscothe Road, Leamington Spa	38	3.8%	10	9.2%	11	10.5%	9	8.5%	3	3.2%	0	.0%	1	.7%	1	1.2%	2	2.2%	1	.9%	0	.0%
Warwick Town Centre	21	2.1%	2	1.8%	12	11.4%	3	2.8%	0	.0%	0	.0%	0	.0%	1	1.2%	2	2.2%	1	.9%	0	.0%
Kenilworth Town Centre	19	1.9%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	17	21.0%	0	.0%	0	.0%	0	.0%
Rugby	16	1.6%	2	1.8%	0	.0%	1	.9%	4	4.3%	8	9.4%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Shirley	14	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	15.1%	0	.0%	0	.0%
Banbury	10	1.0%	0	.0%	0	.0%	1	.9%	7	7.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Leamington Shopping Park, Leamington Spa	10	1.0%	1	.9%	2	1.9%	4	3.8%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	7	.7%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	6	6.5%	0	.0%	0	.0%
Redditch	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	1	.9%	1	1.3%
Wilkinsons, Cannon Park Shopping Centre, Coventry	5	.5%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Alvis Retail Park, Coventry	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.8%	1	1.2%	0	.0%	0	.0%	0	.0%
Focus, Leamington Shopping Park, Leamington Spa	4	.4%	0	.0%	2	1.9%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Wilkinsons, Station Road, Kenilworth	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.7%	1	1.1%	0	.0%	0	.0%
Daventry	3	.3%	0	.0%	0	.0%	1	.9%	1	1.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue / Mail Order	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Asda, Chesterton Drive, Leamington Spa	2	.2%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Knowle	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Argos, Leamington Retail Park	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halfords, Leamington Shopping Park, Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Croft Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Sainsbury's, Leamington Shopping Park, Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Saltisford, Warwick	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Tesco Express, Units 1&2 Leyes Lane, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Emscote Road, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q19. Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Birmingham - Acocks Green	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham - City Centre	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham - Hall Green	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham - Stirchley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Maybird Centre, Birmingham Road, Stratford-Upon-Avon	35	3.5%	1	.9%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	18	16.4%	11	14.7%
B&Q, Brandon Road, Coventry	19	1.9%	3	2.8%	0	.0%	0	.0%	0	.0%	10	11.8%	4	2.8%	2	2.5%	0	.0%	0	.0%	0	.0%
Homebase, Sir Henry Parkes Road, Canley, Coventry	15	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	9.8%	1	1.2%	0	.0%	0	.0%	0	.0%
B&Q, Binley Woods, Coventry	13	1.3%	1	.9%	0	.0%	0	.0%	0	.0%	7	8.2%	2	1.4%	3	3.7%	0	.0%	0	.0%	0	.0%
Homebase, Emscote Road, Warwick	13	1.3%	3	2.8%	7	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
B&Q, Solihull Retail Park, Marshall Lake Road, Solihull	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	9.7%	0	.0%	0	.0%
Maybird Shopping Centre, Birmingham Road, Stratford-upon-Avon	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	6.4%	1	1.3%
Southam	7	.7%	0	.0%	0	.0%	0	.0%	7	7.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tradesmen	7	.7%	0	.0%	3	2.9%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	.9%	2	2.7%
Blooms Garden Centre, Straight Mile, Rugby	6	.6%	1	.9%	0	.0%	1	.9%	2	2.2%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - various sites	6	.6%	1	.9%	0	.0%	0	.0%	2	2.2%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	1	1.3%
Varies	6	.6%	0	.0%	1	1.0%	1	.9%	1	1.1%	0	.0%	1	.7%	0	.0%	0	.0%	1	.9%	1	1.3%
Charlecote Nurseries, Charlecote Gardens, Warwick	5	.5%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	2	2.7%
Homebase, Sears Retail Park, Oakenshaw Road, Solihull	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
Homebase, Birmingham Road, Stratford-Upon-Avon	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	1	1.3%
Internet - Amazon	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	1	1.2%	0	.0%	0	.0%	1	1.3%
Local garden centres, Leamington Spa	4	.4%	1	.9%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Screwfix, Leamington	4	.4%	0	.0%	1	1.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Wellesbourne	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	5.3%
Baginton	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	0	.0%
Robert Dyas, Parade, Leamington Spa	3	.3%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
The Shires Retail Park	3	.3%	2	1.8%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	3	.3%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Wickes, Radford Road, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	1	1.2%	0	.0%	0	.0%	0	.0%
Wyevale Garden Centre, Warwick Road, Stratford-upon-Avon	3	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
Wyndley Garden Centre, Warwick Road, Knowle	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	1	.9%	0	.0%

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Q19. Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
B&Q, Marley Way Industrial Estate, Southam Road, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Sears Retail Park, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Balsall Common, West Midlands	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Barby Nurseries, Daventry Road, Barby	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus Do It All, Emscote Road, Warwick	2	.2%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Goodwins, Coventry Street, Southam	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hintons Nurseries, Coventry Road, Warwick	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Homebase, Elliots Field Retail Park, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Southam Road, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
John Lewis, Touchwood, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth Handyman Centre, Abbey End, Kenilworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Local garden centres, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Alcester Road, Stratford-upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
Sears Retail Park, Oakenshaw Road, Shirley, Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Stratford Garden Centre, Campden Road, Stratford-Upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
Wickes, Leicester Road, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ambleside Garden Centre, Earlswood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Argos, Stoney Stanton Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Jinnah Road, Smallwood, Redditch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Barn Close Nurseries, Old Warwick Road, Shrewley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Blooms Garden Centre, Kenilworth Road, Hampton-in-Arden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Blooms of Bressingham, Straight Mile, Rugby	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
BPS Dorline, Hermes Close, Royal Leamington Spa	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Castle Nurseries, Mappleborough Green, Studley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Costco, Torrington Avenue, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Market, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%

Q19. Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
D D Hardware, Queen Street, Cubbington	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Do-It-all, Elliots Field, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dulux Centre, Kenilworth Street, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Earlswood Nurseries, Forshaw Heath Road, Earlswood, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Farmers Market, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Hampton Magna	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Homebase, Abbey Retail Park, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Ansty Road, Walsgrave, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Blooms Garden Centre, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Google	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Internet - Homebase	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Harbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blackhill	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Kineton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Mappleborough Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Other Marshall Lake Retail Park, Marshall Lake Road, Shirley, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Notcutts, Stratford Road, Shirley, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Owens, Station Road, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Owens, Emscote Road, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Robert Dyas, High Street, Stratford-upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Russells Garden Centre, Mill Hill, Baginton, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Screwfix, Focus Park, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Screwfix, Tachbrook Park Drive, Royal Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Snitterfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Solihull Retail Park, Marshall Lake Road, Shirley, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Stockton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Tesco, Lockheed Close, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Torrays, West Street, Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Travis Perkins, Old Warwick Road, Leamington Spa	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q20. Where do you normally do most of your household's shopping for large domestic appliances such as washing machines, fridges, cookers, etc?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Leamington Spa Town Centre	87	8.7%	15	13.8%	13	12.4%	23	21.7%	14	15.1%	1	1.2%	0	.0%	10	12.3%	2	2.2%	5	4.5%	4	5.3%
Currys, Tachbrook Park Drive, Leamington Spa	85	8.5%	19	17.4%	19	18.1%	20	18.9%	12	12.9%	0	.0%	1	.7%	4	4.9%	2	2.2%	3	2.7%	5	6.7%
Don't buy	84	8.4%	10	9.2%	8	7.6%	8	7.5%	12	12.9%	6	7.1%	10	7.0%	10	12.3%	4	4.3%	10	9.1%	6	8.0%
Coventry	78	7.8%	2	1.8%	1	1.0%	2	1.9%	2	2.2%	13	15.3%	49	34.3%	8	9.9%	1	1.1%	0	.0%	0	.0%
Currys, Orchard Retail Park, Coventry	46	4.6%	2	1.8%	1	1.0%	0	.0%	1	1.1%	15	17.6%	25	17.5%	1	1.2%	1	1.1%	0	.0%	0	.0%
Solihull	44	4.4%	3	2.8%	3	2.9%	0	.0%	3	3.2%	2	2.4%	4	2.8%	4	4.9%	18	19.4%	5	4.5%	2	2.7%
Stratford-upon-Avon	40	4.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	1	.7%	1	1.2%	0	.0%	22	20.0%	15	20.0%
Warwick Town Centre	37	3.7%	11	10.1%	14	13.3%	5	4.7%	2	2.2%	1	1.2%	0	.0%	1	1.2%	1	1.1%	2	1.8%	0	.0%
Leamington Shopping Park, Leamington Spa	26	2.6%	3	2.8%	6	5.7%	9	8.5%	5	5.4%	0	.0%	1	.7%	0	.0%	0	.0%	2	1.8%	0	.0%
Rugby	18	1.8%	0	.0%	1	1.0%	0	.0%	4	4.3%	13	15.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth Town Centre	17	1.7%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	10	12.3%	0	.0%	2	1.8%	2	2.7%
Alvis Retail Park, Coventry	16	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.7%	11	7.7%	1	1.2%	0	.0%	0	.0%	0	.0%
Banbury	11	1.1%	0	.0%	0	.0%	0	.0%	6	6.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	4	5.3%
Shirley	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	9.7%	0	.0%	0	.0%
Co-op 34-56 Clemens Street, Leamington Spa	7	.7%	2	1.8%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Leamington Spa	6	.6%	0	.0%	0	.0%	4	3.8%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Argos, Guy Street, Leamington Spa	5	.5%	1	.9%	1	1.0%	1	.9%	1	1.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Argos, Leamington Shopping Park, Leamington Spa	4	.4%	0	.0%	0	.0%	2	1.9%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham - City Centre	4	.4%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	1	1.3%
Gallagher Retail Park, Coventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%
Homebase, Myton Road, Leamington Spa	3	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
Redditch	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%	0	.0%
Argos, Leamington Retail Park	2	.2%	0	.0%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Chesterton Drive, Leamington Spa	2	.2%	1	.9%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Alvis Retail Park, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Catalogue / Mail Order	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%
Asda Living, Warwickshire Shopping Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Ikea, Croft Road, Coventry	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Tesco Express, Units 1&2 Leyes Lane, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Tesco, Emscote Road, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%

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Q20. Where do you normally do most of your household's shopping for large domestic appliances such as washing machines, fridges, cookers, etc?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Birmingham - Acocks Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Birmingham - Hall Green	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Birmingham - Moseley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Daventry	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Knowle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Orchard Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - various sites	39	3.9%	7	6.4%	3	2.9%	3	2.8%	4	4.3%	3	3.5%	5	3.5%	0	.0%	2	2.2%	4	3.6%	8	10.7%
	Owens Electrical Shop, Emscote Road, Warwick	26	2.6%	5	4.6%	10	9.5%	4	3.8%	2	2.2%	1	1.2%	0	.0%	3	3.7%	1	1.1%	0	.0%	0	.0%
	Currys, Maybird Centre, Birmingham Road, Stratford-upon-Avon	25	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	17	15.5%	7	9.3%
	John Lewis, Touchwood, Solihull	25	2.5%	1	.9%	3	2.9%	1	.9%	0	.0%	1	1.2%	4	2.8%	2	2.5%	11	11.8%	2	1.8%	0	.0%
	Internet - comparison sites	23	2.3%	5	4.6%	2	1.9%	5	4.7%	3	3.2%	0	.0%	2	1.4%	2	2.5%	2	2.2%	1	.9%	1	1.3%
	Internet - Appliances Online	22	2.2%	2	1.8%	0	.0%	4	3.8%	2	2.2%	2	2.4%	2	1.4%	1	1.2%	5	5.4%	3	2.7%	1	1.3%
	Internet - John Lewis	20	2.0%	2	1.8%	2	1.9%	1	.9%	3	3.2%	1	1.2%	2	1.4%	1	1.2%	4	4.3%	3	2.7%	1	1.3%
	Varies	16	1.6%	3	2.8%	3	2.9%	0	.0%	0	.0%	1	1.2%	3	2.1%	2	2.5%	3	3.2%	0	.0%	1	1.3%
	Internet - Currys	12	1.2%	2	1.8%	1	1.0%	0	.0%	1	1.1%	0	.0%	1	.7%	2	2.5%	1	1.1%	2	1.8%	2	2.7%
	Co-op, Corporation Street, Coventry	9	.9%	0	.0%	0	.0%	0	.0%	1	1.1%	3	3.5%	4	2.8%	1	1.2%	0	.0%	0	.0%	0	.0%
	Internet - Amazon	8	.8%	1	.9%	2	1.9%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	1	1.1%	1	.9%	1	1.3%
	Currys, Maybrook Industrial Estate, Stratford-upon-Avon	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	4	5.3%
	Walls TV, Warwick Street, Leamington Spa	7	.7%	3	2.8%	0	.0%	2	1.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Other	Currys, Alvis Retail Park, Coventry	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.8%	1	1.2%	0	.0%	0	.0%	0	.0%
	Internet - Co-op	5	.5%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	1	1.3%
	Local stores, Warwick	5	.5%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	1	.9%	0	.0%
	Maybird Retail Park, Birmingham Road, Stratford-upon-Avon	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	1	1.3%
	Currys, Elliots Field Retail Park, Leicester Road, Rugby	4	.4%	0	.0%	0	.0%	0	.0%	1	1.1%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Marshall Lake Road, Solihull	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
	Currys, Sears Retail Park, Shirley, Solihull	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%	0	.0%
	Internet - Boots	4	.4%	1	.9%	2	1.9%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Shires Retail Park, Tachbrook Park Drive, Leamington Spa	4	.4%	1	.9%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Argos, The Maybird Centre, Stratford upon Avon	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	2	2.7%
	Costco, Torrington Avenue, Coventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	0	.0%	1	.9%	0	.0%
	Currys, Banbury Cross Retail Park, Banbury	3	.3%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%

Q20. Where do you normally do most of your household's shopping for large domestic appliances such as washing machines, fridges, cookers, etc?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Currys, Solihull Gate Retail Park, Stratford Road, Solihull	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	1	.9%	0	.0%
	Internet - Argos	3	.3%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Internet - Tesco	3	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	.9%	0	.0%
	Argos, Gallagher Retail Park, Stoney Stanton Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Maybird Centre, Stratford-upon-Avon	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Co-op, Warwick Street, Leamington Spa	2	.2%	1	.9%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Warwick Road, Kenilworth	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Comet, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, London Road, Coventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	0	.0%
	Evesham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	Homebase, Birmingham Road, Stratford-Upon-Avon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	Internet - Currys	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Internet - Marks & Spencer	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.3%
	Internet - Google	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Southam	2	.2%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Airport Retail Park, London Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Queen Victoria Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Banbury Cross Retail Park, Lockheed Close, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bromsgrove	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Co-op, Sheep Street, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Haslucks Green Road, Shirley, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Erdington, Birmingham	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Junction 1 Retail Park, Leicester Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	D&M Design, Deerdykes Court, Cumbernauld	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Comet	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Internet - Sainsbury's	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - UKWhiteGoods.co.uk	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Leicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	
Magnet, Foleshill Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q20. Where do you normally do most of your household's shopping for large domestic appliances such as washing machines, fridges, cookers, etc?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Marshall Lake Retail Park, Marshall Lake Road, Shirley, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Merryhill Centre, Dudley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Solihull Retail Park, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	South Warwickshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Clifford Bridge Road, Walsgrave, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Main Street, Shirley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	The Co-operative Food, Parkgate Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Worcester Bosch, Sunningdale Road, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%

Q21. How often do you or your household visit Leamington Spa for shopping?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Daily		21	2.1%	13	11.9%	2	1.9%	4	3.8%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Twice a week or more		98	9.8%	36	33.0%	12	11.4%	30	28.3%	9	9.7%	1	1.2%	0	.0%	6	7.4%	1	1.1%	1	.9%	2	2.7%
Once a week		185	18.5%	40	36.7%	41	39.0%	33	31.1%	29	31.2%	6	7.1%	7	4.9%	9	11.1%	9	9.7%	3	2.7%	8	10.7%
Every two weeks		84	8.4%	6	5.5%	13	12.4%	14	13.2%	11	11.8%	7	8.2%	4	2.8%	12	14.8%	4	4.3%	4	3.6%	9	12.0%
Monthly		149	14.9%	7	6.4%	19	18.1%	13	12.3%	16	17.2%	12	14.1%	23	16.1%	26	32.1%	7	7.5%	15	13.6%	11	14.7%
Twice monthly		20	2.0%	2	1.8%	1	1.0%	1	.9%	3	3.2%	1	1.2%	4	2.8%	1	1.2%	0	.0%	5	4.5%	2	2.7%
Every few months		175	17.5%	4	3.7%	10	9.5%	6	5.7%	13	14.0%	18	21.2%	44	30.8%	15	18.5%	22	23.7%	25	22.7%	18	24.0%
Once a year or less		102	10.2%	0	.0%	6	5.7%	3	2.8%	2	2.2%	12	14.1%	24	16.8%	4	4.9%	17	18.3%	22	20.0%	12	16.0%
Never		166	16.6%	1	.9%	1	1.0%	2	1.9%	10	10.8%	27	31.8%	37	25.9%	8	9.9%	32	34.4%	35	31.8%	13	17.3%

Q22. What, if anything, would make you visit Leamington Spa more often?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q22. What, if anything, would make you visit Leamington Spa more often?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Attractive environment	15	1.5%	4	3.7%	0	.0%	0	.0%	0	.0%	2	2.4%	4	2.8%	2	2.5%	0	.0%	0	.0%	3	4.0%	
Cinema	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Cleanliness	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Close to friends/ family	4	.4%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	1	1.3%	
Close to home	16	1.6%	3	2.8%	2	1.9%	2	1.9%	2	2.2%	4	4.7%	0	.0%	1	1.2%	2	2.2%	0	.0%	0	.0%	
Close to work/ en route to work	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Compact	9	.9%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.2%	2	1.4%	3	3.7%	2	2.2%	0	.0%	0	.0%	
Easily accessible by foot/ cycle	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	1	1.1%	0	.0%	1	1.3%	
Friendly atmosphere	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	1	1.2%	3	3.2%	0	.0%	0	.0%	
Good and/ or free car parking	138	13.8%	14	12.8%	16	15.2%	18	17.0%	16	17.2%	8	9.4%	23	16.1%	10	12.3%	8	8.6%	13	11.8%	12	16.0%	
Good bus service/ accessible public transport	21	2.1%	3	2.8%	3	2.9%	2	1.9%	2	2.2%	1	1.2%	1	.7%	2	2.5%	2	2.2%	3	2.7%	2	2.7%	
Good disabled access	3	.3%	1	.9%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Good prices	10	1.0%	0	.0%	1	1.0%	0	.0%	2	2.2%	2	2.4%	2	1.4%	0	.0%	1	1.1%	1	.9%	1	1.3%	
Good range of chain/ well known stores	56	5.6%	12	11.0%	12	11.4%	9	8.5%	5	5.4%	2	2.4%	8	5.6%	0	.0%	6	6.5%	2	1.8%	0	.0%	
Good range of independent stores	53	5.3%	7	6.4%	5	4.8%	9	8.5%	7	7.5%	3	3.5%	7	4.9%	1	1.2%	7	7.5%	4	3.6%	3	4.0%	
Particular store (specified below)	14	1.4%	1	.9%	2	1.9%	2	1.9%	2	2.2%	1	1.2%	2	1.4%	2	2.5%	0	.0%	1	.9%	1	1.3%	
Habit/ always used it	6	.6%	2	1.8%	1	1.0%	0	.0%	1	1.1%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Indoor shopping malls/ arcades	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	
Large shopping area	10	1.0%	1	.9%	0	.0%	2	1.9%	3	3.2%	0	.0%	1	.7%	1	1.2%	1	1.1%	1	.9%	0	.0%	
Market	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Not overcrowded / not too busy	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Opening hours	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Part of an overall day out	5	.5%	0	.0%	0	.0%	1	.9%	0	.0%	1	1.2%	1	.7%	0	.0%	1	1.1%	0	.0%	1	1.3%	
Pedestrianised	6	.6%	4	3.7%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	
Range of goods available	8	.8%	2	1.8%	0	.0%	3	2.8%	0	.0%	1	1.2%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	
Restaurant / cafes	4	.4%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.3%	
Safe shopping environment	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Nothing / very little	629	62.9%	58	53.2%	64	61.0%	56	52.8%	47	50.5%	57	67.1%	90	62.9%	58	71.6%	61	65.6%	88	80.0%	50	66.7%	

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Q22. What, if anything, would make you visit Leamington Spa more often?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	More time/ opportunity/ money	14	1.4%	2	1.8%	0	.0%	3	2.8%	2	2.2%	2	2.4%	3	2.1%	0	.0%	1	1.1%	0	.0%	1	1.3%
	Better range of non-food shops	9	.9%	4	3.7%	3	2.9%	0	.0%	1	1.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Don't know it well enough to say	8	.8%	0	.0%	0	.0%	0	.0%	2	2.2%	1	1.2%	0	.0%	0	.0%	4	4.3%	1	.9%	0	.0%
	Fill existing empty shops	8	.8%	1	.9%	1	1.0%	1	.9%	2	2.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	2	2.7%
	More clothes shops for older people	5	.5%	2	1.8%	2	1.9%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More/ better non-food shops	5	.5%	2	1.8%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	A department store	4	.4%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	1	1.3%
	Better access by car	4	.4%	0	.0%	0	.0%	1	.9%	1	1.1%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	0	.0%
	Fewer roadworks in the area	4	.4%	1	.9%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Better quality clothing shops	3	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Improving existing Marks & Spencer	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
	Better disabled access/ parking	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Discourage beggars/ undesirables	2	.2%	1	.9%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More entertainment facilities	2	.2%	1	.9%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Special offers	2	.2%	0	.0%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	A good country band	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Bottom end of the town centre needs sprucing up	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Change the music in The Parade (Leamington Spa)	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Cheaper bus travel between Leamington and Warwick	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fill the potholes in the roads	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Having a white goods store	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	If there was a train service going to Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Improve pavement surfaces, make them level for wheelchairs	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improve the High Street environment	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Jephson Gardens	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Fewer big shopping centres	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	A childrens' wear store	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Less traffic	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lower rents for independent stores	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More Cake Shops	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More DIY shops	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More living accommodation	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More musical instrument shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	
Park & Ride	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	
Parks/ greenery	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	

Q22. What, if anything, would make you visit Leamington Spa more often?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	See if there are alternatives to where we normally shop	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Special offers	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sporting facilities	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sports goods	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Too many cafes	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Top quality men's clothing retailer	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Weather	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Put more stores back in the town centre instead of out-of-town outlets	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Particular store	John Lewis	6	.6%	1	.9%	1	1.0%	2	1.9%	1	1.1%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.3%
	Marks & Spencer	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Primark	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Unspecified Craft Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Debenhams	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinsons	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q23. How often do you or your household visit Warwick Town Centre for shopping?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Daily		13	1.3%	0	.0%	9	8.6%	0	.0%	3	3.2%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Twice a week or more		33	3.3%	3	2.8%	17	16.2%	2	1.9%	1	1.1%	0	.0%	0	.0%	2	2.5%	1	1.1%	6	5.5%	1	1.3%
Once a week		61	6.1%	4	3.7%	32	30.5%	2	1.9%	3	3.2%	0	.0%	0	.0%	3	3.7%	6	6.5%	11	10.0%	0	.0%
Every two weeks		37	3.7%	3	2.8%	11	10.5%	4	3.8%	2	2.2%	3	3.5%	1	.7%	0	.0%	4	4.3%	5	4.5%	4	5.3%
Monthly		71	7.1%	14	12.8%	10	9.5%	11	10.4%	6	6.5%	2	2.4%	3	2.1%	6	7.4%	11	11.8%	6	5.5%	2	2.7%
Twice monthly		13	1.3%	1	.9%	2	1.9%	1	.9%	3	3.2%	2	2.4%	0	.0%	1	1.2%	2	2.2%	0	.0%	1	1.3%
Every few months		109	10.9%	12	11.0%	5	4.8%	24	22.6%	9	9.7%	6	7.1%	16	11.2%	9	11.1%	8	8.6%	13	11.8%	7	9.3%
Once a year or less		136	13.6%	16	14.7%	4	3.8%	17	16.0%	10	10.8%	10	11.8%	25	17.5%	11	13.6%	15	16.1%	18	16.4%	10	13.3%
Never		527	52.7%	56	51.4%	15	14.3%	45	42.5%	56	60.2%	61	71.8%	98	68.5%	49	60.5%	46	49.5%	51	46.4%	50	66.7%

Q24. What, if anything, would make you visit Warwick to shop more often?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q24. What, if anything, would make you visit Warwick to shop more often?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Attractive environment	10	1.0%	1	.9%	1	1.0%	1	.9%	0	.0%	3	3.5%	3	2.1%	0	.0%	0	.0%	1	.9%	0	.0%	
Cinema	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Cleanliness	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Close to friends/ family	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Close to home	2	.2%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Close to work/ en route to work	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Compact	2	.2%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Easily accessible by foot/ cycle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Friendly atmosphere	4	.4%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	2	2.2%	0	.0%	0	.0%	
Good and/ or free car parking	117	11.7%	15	13.8%	17	16.2%	16	15.1%	11	11.8%	5	5.9%	15	10.5%	8	9.9%	6	6.5%	15	13.6%	9	12.0%	
Good bus service/ accessible public transport	11	1.1%	0	.0%	1	1.0%	0	.0%	1	1.1%	1	1.2%	3	2.1%	1	1.2%	1	1.1%	1	.9%	2	2.7%	
Good disabled access	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Good prices	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.3%	
Good range of chain/ well known stores	63	6.3%	7	6.4%	20	19.0%	6	5.7%	4	4.3%	1	1.2%	8	5.6%	2	2.5%	3	3.2%	6	5.5%	6	8.0%	
Good range of independent stores	64	6.4%	9	8.3%	12	11.4%	5	4.7%	6	6.5%	2	2.4%	8	5.6%	3	3.7%	4	4.3%	9	8.2%	6	8.0%	
Particular store (specified below)	16	1.6%	3	2.8%	2	1.9%	0	.0%	1	1.1%	2	2.4%	3	2.1%	2	2.5%	1	1.1%	1	.9%	1	1.3%	
Habit/ always used it	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Indoor shopping malls/ arcades	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Large shopping area	13	1.3%	0	.0%	2	1.9%	0	.0%	2	2.2%	1	1.2%	3	2.1%	0	.0%	2	2.2%	2	1.8%	1	1.3%	
Market	9	.9%	1	.9%	1	1.0%	2	1.9%	1	1.1%	0	.0%	1	.7%	1	1.2%	1	1.1%	1	.9%	0	.0%	
Not overcrowded / not too busy	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	
Opening hours	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Part of an overall day out	8	.8%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	2	2.2%	2	1.8%	1	1.3%	
Pedestrianised	5	.5%	0	.0%	2	1.9%	1	.9%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	
Range of goods available	11	1.1%	1	.9%	4	3.8%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.2%	2	2.2%	1	.9%	1	1.3%	
Restaurant / cafes	7	.7%	1	.9%	2	1.9%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	2	1.8%	0	.0%	
Safe shopping environment	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	
Nothing / very little	670	67.0%	75	68.8%	40	38.1%	76	71.7%	62	66.7%	66	77.6%	97	67.8%	62	76.5%	63	67.7%	79	71.8%	50	66.7%	

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Q24. What, if anything, would make you visit Warwick to shop more often?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Better range/ quality of shops generally	26	2.6%	1	.9%	12	11.4%	2	1.9%	3	3.2%	1	1.2%	1	.7%	0	.0%	3	3.2%	1	.9%	2	2.7%
	Don't really know it well enough	16	1.6%	0	.0%	0	.0%	1	.9%	1	1.1%	1	1.2%	5	3.5%	2	2.5%	3	3.2%	3	2.7%	0	.0%
	Less traffic congestion	5	.5%	0	.0%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	2	2.7%
	More leisure time/ opportunity	5	.5%	1	.9%	1	1.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.3%
	Fresh fruit and vegetable shops/ greengrocers	4	.4%	0	.0%	3	2.9%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Get rid of the speed bumps/ "traffic calming" measures in the High Street area	3	.3%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	If Warwick Castle was cheaper	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	0	.0%
	If I needed something I couldn't find locally	3	.3%	0	.0%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	A special activity/ event	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Adverts in local paper	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Better clothing shops	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Improve road access	2	.2%	0	.0%	1	1.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improve the High Street environment	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	A Woolworths	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Better bus service on Myton Road	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Better shop access, and get rid of the roadworks	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Bigger Sainsbury's	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bus service from Loxley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Improved crossings	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Knowing what's there	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Fewer empty shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Market only open on Fridays, should be open more in the week	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	More clothes shops for older people	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More department stores	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More musical instrument shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	More stalls on the market	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Park and ride	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Remove County Buildings	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Special offers	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stopped going since the library closed down	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Swimming Pool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	
Wool shop	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q24. What, if anything, would make you visit Warwick to shop more often?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Particular store	Unspecified - antiques shops	4	.4%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.3%
	Marks & Spencer	3	.3%	1	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Unspecified - butchers	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Borges Portuguese Patisserie, Market Street, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Golden Monkey Tea Company, Smith Street, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	M&S, Co-op...	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Unspecified - wool shop	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	John Lewis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q25. How often do you or your household visit Kenilworth for shopping?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Daily		17	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	16	19.8%	1	1.1%	0	.0%	0	.0%
Twice a week or more		51	5.1%	2	1.8%	1	1.0%	1	.9%	1	1.1%	0	.0%	4	2.8%	41	50.6%	1	1.1%	0	.0%	0	.0%
Once a week		52	5.2%	6	5.5%	5	4.8%	2	1.9%	1	1.1%	4	4.7%	12	8.4%	16	19.8%	3	3.2%	2	1.8%	1	1.3%
Every two weeks		23	2.3%	2	1.8%	0	.0%	2	1.9%	1	1.1%	2	2.4%	9	6.3%	3	3.7%	3	3.2%	0	.0%	1	1.3%
Monthly		64	6.4%	14	12.8%	9	8.6%	14	13.2%	0	.0%	4	4.7%	18	12.6%	2	2.5%	1	1.1%	2	1.8%	0	.0%
Twice monthly		15	1.5%	3	2.8%	2	1.9%	2	1.9%	2	2.2%	1	1.2%	5	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
Every few months		111	11.1%	16	14.7%	14	13.3%	13	12.3%	9	9.7%	8	9.4%	32	22.4%	0	.0%	7	7.5%	7	6.4%	5	6.7%
Once a year or less		126	12.6%	14	12.8%	23	21.9%	16	15.1%	11	11.8%	13	15.3%	12	8.4%	0	.0%	14	15.1%	18	16.4%	5	6.7%
Never		541	54.1%	52	47.7%	51	48.6%	56	52.8%	68	73.1%	53	62.4%	51	35.7%	3	3.7%	63	67.7%	81	73.6%	63	84.0%

Q26. What, if anything, would make you visit Kenilworth to shop more often?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%

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Q26. What, if anything, would make you visit Kenilworth to shop more often?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Attractive environment	7	.7%	2	1.8%	0	.0%	2	1.9%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	.9%	1	1.3%
Cinema	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleanliness	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Close to friends/ family	6	.6%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	1	.7%	1	1.2%	0	.0%	2	1.8%	1	1.3%
Close to home	5	.5%	1	.9%	0	.0%	0	.0%	1	1.1%	0	.0%	2	1.4%	1	1.2%	0	.0%	0	.0%	0	.0%
Close to work/ en route to work	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Compact	3	.3%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Easily accessible by foot/ cycle	3	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Friendly atmosphere	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Good and/ or free car parking	42	4.2%	3	2.8%	6	5.7%	5	4.7%	3	3.2%	4	4.7%	7	4.9%	9	11.1%	2	2.2%	3	2.7%	0	.0%
Good bus service/ accessible public transport	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	2	2.2%	1	.9%	0	.0%
Good disabled access	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Good prices	4	.4%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	0	.0%	1	1.3%
Good range of chain/ well known stores	50	5.0%	8	7.3%	4	3.8%	5	4.7%	1	1.1%	3	3.5%	12	8.4%	14	17.3%	2	2.2%	0	.0%	1	1.3%
Good range of independent stores	33	3.3%	4	3.7%	0	.0%	2	1.9%	0	.0%	2	2.4%	10	7.0%	8	9.9%	3	3.2%	2	1.8%	2	2.7%
Particular store (specified below)	7	.7%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	3	2.1%	1	1.2%	1	1.1%	0	.0%	0	.0%
Habit/ always used it	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Indoor shopping malls/ arcades	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Large shopping area	6	.6%	0	.0%	0	.0%	1	.9%	2	2.2%	0	.0%	1	.7%	1	1.2%	1	1.1%	0	.0%	0	.0%
Market	7	.7%	1	.9%	0	.0%	3	2.8%	0	.0%	2	2.4%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Not overcrowded / not too busy	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	0	.0%
Opening hours	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Part of an overall day out	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pedestrianised	2	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Range of goods available	11	1.1%	2	1.8%	1	1.0%	1	.9%	0	.0%	1	1.2%	1	.7%	3	3.7%	2	2.2%	0	.0%	0	.0%
Restaurant / cafes	6	.6%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	2	1.4%	1	1.2%	0	.0%	1	.9%	0	.0%
Safe shopping environment	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nothing / very little	785	78.5%	85	78.0%	92	87.6%	79	74.5%	80	86.0%	71	83.5%	102	71.3%	35	43.2%	75	80.6%	96	87.3%	70	93.3%

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Q26. What, if anything, would make you visit Kenilworth to shop more often?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Don't know it well enough to say	22	2.2%	0	.0%	2	1.9%	5	4.7%	2	2.2%	2	2.4%	2	1.4%	0	.0%	4	4.3%	4	3.6%	1	1.3%
	Wider variety of shops generally	14	1.4%	3	2.8%	0	.0%	1	.9%	1	1.1%	0	.0%	2	1.4%	3	3.7%	2	2.2%	2	1.8%	0	.0%
	More clothes shops	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	8.6%	0	.0%	0	.0%	0	.0%
	Fewer charity shops	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	2	2.5%	1	1.1%	1	.9%	0	.0%
	More time/ money/ opportunity	5	.5%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.1%	1	.9%	0	.0%
	Somewhere different to go	4	.4%	2	1.8%	0	.0%	1	.9%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More affordable clothes shops	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
	Better advertising of local facilities/ attractions	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bring back the Co-op	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Decent clothing shops for families	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Fountain pen shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Start refurbishment of Talisman Square	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Improve the High Street environment	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Fewer empty shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	More seating	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	More department stores	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More facilities	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Less traffic	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wider range of food shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Particular store	Waitrose	4	.4%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	2	1.4%	0	.0%	1	1.1%	0	.0%	0	.0%
	Andrews Bakery	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Home of Fraser	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%

Q27. Do you or your household visit the following leisure attractions?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Bingo / Casino		41	4.1%	8	7.3%	5	4.8%	2	1.9%	3	3.2%	1	1.2%	8	5.6%	2	2.5%	1	1.1%	9	8.2%	2	2.7%
Museum / gallery or place of historical / cultural interest / theatre		552	55.2%	67	61.5%	59	56.2%	50	47.2%	49	52.7%	51	60.0%	84	58.7%	47	58.0%	54	58.1%	57	51.8%	34	45.3%
Restaurant		742	74.2%	84	77.1%	79	75.2%	76	71.7%	55	59.1%	64	75.3%	112	78.3%	63	77.8%	73	78.5%	84	76.4%	52	69.3%
Tenpin bowling		140	14.0%	13	11.9%	19	18.1%	21	19.8%	14	15.1%	12	14.1%	22	15.4%	7	8.6%	11	11.8%	10	9.1%	11	14.7%
None of the above		100	10.0%	11	10.1%	11	10.5%	11	10.4%	15	16.1%	8	9.4%	9	6.3%	8	9.9%	9	9.7%	9	8.2%	9	12.0%

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Q27. Do you or your household visit the following leisure attractions?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Golf	9	.9%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	3	2.1%	1	1.2%	2	2.2%	0	.0%	1	1.3%
	Bowling	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.9%	1	1.3%
	Coffee shops/ cafes	3	.3%	0	.0%	2	1.9%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Parks/ recreational areas	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.2%	1	1.1%	0	.0%	0	.0%
	Swimming	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
	Church	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.2%	0	.0%	0	.0%	0	.0%
	Cycling	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	.9%	0	.0%
	Fishing	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horse riding	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Walking	2	.2%	1	.9%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Yoga	2	.2%	1	.9%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Bridge Club	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Caravan	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Charity work	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Educational class	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Friendship group	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Ice skating	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Martial arts	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Royal Naval Club	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Running	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shooting	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sightseeing	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Watching rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Writing	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%

Q27. How often do you or your household visit the following leisure attractions - BINGO/ CASINO?

		Base: Those going to Bingo/ Casino		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those going to Bingo/ Casino		41	100.0%	8	100.0%	5	100.0%	2	100.0%	3	100.0%	1	100.0%	8	100.0%	2	100.0%	1	100.0%	9	100.0%	2	100.0%
Once a week		22	53.7%	6	75.0%	3	60.0%	1	50.0%	0	.0%	1	100.0%	3	37.5%	1	50.0%	0	.0%	6	66.7%	1	50.0%
Once a fortnight		1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%
Once a month		5	12.2%	0	.0%	0	.0%	0	.0%	1	33.3%	0	.0%	3	37.5%	0	.0%	0	.0%	1	11.1%	0	.0%
Once every two months		2	4.9%	0	.0%	1	20.0%	0	.0%	1	33.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Once every six months		8	19.5%	2	25.0%	1	20.0%	1	50.0%	0	.0%	0	.0%	0	.0%	1	50.0%	1	100.0%	1	11.1%	1	50.0%
Once a year		1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%
Don't know / varies		2	4.9%	0	.0%	0	.0%	0	.0%	1	33.3%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%

Q27. How often do you or your household visit the following leisure attractions - CINEMA?

	Base: Those going to the cinema		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those going to the cinema	484	100.0%	51	100.0%	52	100.0%	49	100.0%	42	100.0%	37	100.0%	72	100.0%	40	100.0%	49	100.0%	50	100.0%	42	100.0%
Once a week	12	2.5%	2	3.9%	1	1.9%	1	2.0%	1	2.4%	1	2.7%	2	2.8%	4	10.0%	0	.0%	0	.0%	0	.0%
Once a fortnight	31	6.4%	7	13.7%	1	1.9%	3	6.1%	3	7.1%	2	5.4%	2	2.8%	2	5.0%	3	6.1%	7	14.0%	1	2.4%
Once a month	112	23.1%	15	29.4%	14	26.9%	6	12.2%	8	19.0%	10	27.0%	15	20.8%	11	27.5%	13	26.5%	13	26.0%	7	16.7%
Once every two months	148	30.6%	12	23.5%	18	34.6%	19	38.8%	12	28.6%	13	35.1%	24	33.3%	11	27.5%	15	30.6%	12	24.0%	12	28.6%
Once every six months	96	19.8%	6	11.8%	11	21.2%	11	22.4%	11	26.2%	7	18.9%	18	25.0%	4	10.0%	8	16.3%	10	20.0%	10	23.8%
Once a year	42	8.7%	5	9.8%	2	3.8%	5	10.2%	2	4.8%	1	2.7%	6	8.3%	6	15.0%	5	10.2%	4	8.0%	6	14.3%
Don't know / varies	43	8.9%	4	7.8%	5	9.6%	4	8.2%	5	11.9%	3	8.1%	5	6.9%	2	5.0%	5	10.2%	4	8.0%	6	14.3%

Q27. How often do you or your household visit the following leisure attractions - GYM/ HEALTH CLUB/ SPORTS FACILITY?

	Base: Those using gym/ health club/ sports facility		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those using gym/ health club/ sports facility	257	100.0%	29	100.0%	30	100.0%	25	100.0%	22	100.0%	22	100.0%	34	100.0%	23	100.0%	26	100.0%	27	100.0%	19	100.0%
Once a week	200	77.8%	23	79.3%	24	80.0%	22	88.0%	14	63.6%	17	77.3%	30	88.2%	16	69.6%	19	73.1%	22	81.5%	13	68.4%
Once a fortnight	11	4.3%	1	3.4%	0	.0%	1	4.0%	1	4.5%	2	9.1%	0	.0%	2	8.7%	2	7.7%	0	.0%	2	10.5%
Once a month	14	5.4%	2	6.9%	1	3.3%	0	.0%	1	4.5%	2	9.1%	1	2.9%	1	4.3%	3	11.5%	1	3.7%	2	10.5%
Once every two months	4	1.6%	1	3.4%	2	6.7%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Once every six months	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Once a year	1	.4%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know / varies	26	10.1%	2	6.9%	3	10.0%	2	8.0%	4	18.2%	1	4.5%	2	5.9%	4	17.4%	2	7.7%	4	14.8%	2	10.5%

Q27. How often do you or your household visit the following leisure attractions - MUSEUM/ GALLERY OR PLACE OF HISTORICAL/ CULTURAL INTEREST/ THEATRE?

	Base: Those using gym/ health club/ sports facility		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those using gym/ health club/ sports facility	552	100.0%	67	100.0%	59	100.0%	50	100.0%	49	100.0%	51	100.0%	84	100.0%	47	100.0%	54	100.0%	57	100.0%	34	100.0%
Once a week	15	2.7%	1	1.5%	0	.0%	0	.0%	1	2.0%	1	2.0%	2	2.4%	4	8.5%	2	3.7%	1	1.8%	3	8.8%
Once a fortnight	28	5.1%	5	7.5%	9	15.3%	2	4.0%	1	2.0%	1	2.0%	2	2.4%	0	.0%	1	1.9%	6	10.5%	1	2.9%
Once a month	109	19.7%	14	20.9%	13	22.0%	11	22.0%	9	18.4%	9	17.6%	18	21.4%	14	29.8%	10	18.5%	5	8.8%	6	17.6%
Once every two months	154	27.9%	19	28.4%	14	23.7%	13	26.0%	11	22.4%	13	25.5%	16	19.0%	14	29.8%	21	38.9%	21	36.8%	12	35.3%
Once every six months	129	23.4%	15	22.4%	17	28.8%	10	20.0%	16	32.7%	11	21.6%	23	27.4%	8	17.0%	10	18.5%	10	17.5%	9	26.5%
Once a year	57	10.3%	5	7.5%	1	1.7%	9	18.0%	4	8.2%	9	17.6%	13	15.5%	1	2.1%	4	7.4%	9	15.8%	2	5.9%
Don't know / varies	60	10.9%	8	11.9%	5	8.5%	5	10.0%	7	14.3%	7	13.7%	10	11.9%	6	12.8%	6	11.1%	5	8.8%	1	2.9%

Q27. How often do you or your household visit the following leisure attractions - PUB/ BAR/ NIGHTCLUB/ MUSIC VENUE?

	Base: Those visiting pub/ bar/ nightclub		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting pub/ bar/ nightclub	547	100.0%	53	100.0%	52	100.0%	52	100.0%	49	100.0%	49	100.0%	81	100.0%	50	100.0%	57	100.0%	65	100.0%	39	100.0%
Once a week	193	35.3%	20	37.7%	19	36.5%	22	42.3%	17	34.7%	19	38.8%	28	34.6%	21	42.0%	20	35.1%	16	24.6%	11	28.2%
Once a fortnight	84	15.4%	7	13.2%	6	11.5%	8	15.4%	8	16.3%	3	6.1%	14	17.3%	11	22.0%	8	14.0%	13	20.0%	6	15.4%
Once a month	129	23.6%	10	18.9%	14	26.9%	13	25.0%	10	20.4%	17	34.7%	16	19.8%	7	14.0%	15	26.3%	16	24.6%	11	28.2%
Once every two months	63	11.5%	8	15.1%	3	5.8%	5	9.6%	8	16.3%	5	10.2%	9	11.1%	4	8.0%	8	14.0%	8	12.3%	5	12.8%
Once every six months	24	4.4%	1	1.9%	2	3.8%	2	3.8%	0	.0%	2	4.1%	6	7.4%	3	6.0%	1	1.8%	3	4.6%	4	10.3%
Once a year	5	.9%	1	1.9%	1	1.9%	0	.0%	2	4.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know / varies	49	9.0%	6	11.3%	7	13.5%	2	3.8%	4	8.2%	3	6.1%	7	8.6%	4	8.0%	5	8.8%	9	13.8%	2	5.1%

Q27. How often do you or your household visit the following leisure attractions - RESTAURANT?

	Base: Those visiting restaurant		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting restaurant	742	100.0%	84	100.0%	79	100.0%	76	100.0%	55	100.0%	64	100.0%	112	100.0%	63	100.0%	73	100.0%	84	100.0%	52	100.0%
Once a week	143	19.3%	24	28.6%	15	19.0%	13	17.1%	7	12.7%	10	15.6%	21	18.8%	17	27.0%	13	17.8%	14	16.7%	9	17.3%
Once a fortnight	144	19.4%	16	19.0%	14	17.7%	13	17.1%	14	25.5%	9	14.1%	19	17.0%	18	28.6%	12	16.4%	18	21.4%	11	21.2%
Once a month	222	29.9%	23	27.4%	27	34.2%	24	31.6%	15	27.3%	26	40.6%	31	27.7%	15	23.8%	25	34.2%	23	27.4%	13	25.0%
Once every two months	125	16.8%	12	14.3%	11	13.9%	15	19.7%	9	16.4%	10	15.6%	25	22.3%	5	7.9%	12	16.4%	18	21.4%	8	15.4%
Once every six months	43	5.8%	3	3.6%	5	6.3%	1	1.3%	3	5.5%	6	9.4%	8	7.1%	3	4.8%	5	6.8%	4	4.8%	5	9.6%
Once a year	12	1.6%	2	2.4%	1	1.3%	3	3.9%	2	3.6%	1	1.6%	0	.0%	1	1.6%	0	.0%	2	2.4%	0	.0%
Don't know / varies	53	7.1%	4	4.8%	6	7.6%	7	9.2%	5	9.1%	2	3.1%	8	7.1%	4	6.3%	6	8.2%	5	6.0%	6	11.5%

Q27. How often do you or your household visit the following leisure attractions - TENPIN BOWLING?

	Base: Those going to tenpin bowling		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those going to tenpin bowling	140	100.0%	13	100.0%	19	100.0%	21	100.0%	14	100.0%	12	100.0%	22	100.0%	7	100.0%	11	100.0%	10	100.0%	11	100.0%
Once a week	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
Once a fortnight	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	1	9.1%	0	.0%	1	9.1%
Once a month	6	4.3%	2	15.4%	0	.0%	2	9.5%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	1	10.0%	0	.0%
Once every two months	33	23.6%	1	7.7%	6	31.6%	6	28.6%	4	28.6%	3	25.0%	4	18.2%	1	14.3%	2	18.2%	3	30.0%	3	27.3%
Once every six months	43	30.7%	6	46.2%	6	31.6%	7	33.3%	3	21.4%	2	16.7%	7	31.8%	1	14.3%	3	27.3%	5	50.0%	3	27.3%
Once a year	42	30.0%	4	30.8%	7	36.8%	5	23.8%	4	28.6%	4	33.3%	7	31.8%	5	71.4%	2	18.2%	1	10.0%	3	27.3%
Don't know / varies	12	8.6%	0	.0%	0	.0%	1	4.8%	3	21.4%	2	16.7%	2	9.1%	0	.0%	3	27.3%	0	.0%	1	9.1%

Q27. How often do you or your household visit the following leisure attractions - OTHER?

	Base: Those visiting other attraction		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting other attraction	48	100.0%	3	100.0%	7	100.0%	4	100.0%	3	100.0%	5	100.0%	6	100.0%	7	100.0%	7	100.0%	2	100.0%	4	100.0%
Once a week	27	56.3%	1	33.3%	5	71.4%	2	50.0%	2	66.7%	1	20.0%	4	66.7%	4	57.1%	3	42.9%	2	100.0%	3	75.0%
Once a fortnight	4	8.3%	0	.0%	0	.0%	1	25.0%	1	33.3%	0	.0%	0	.0%	1	14.3%	1	14.3%	0	.0%	0	.0%
Once a month	4	8.3%	1	33.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	16.7%	0	.0%	2	28.6%	0	.0%	0	.0%
Once every two months	2	4.2%	0	.0%	1	14.3%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Once a year	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know / varies	10	20.8%	1	33.3%	1	14.3%	1	25.0%	0	.0%	2	40.0%	1	16.7%	2	28.6%	1	14.3%	0	.0%	1	25.0%

Q27a. Where do you or members of your household normally go to play bingo?

	Base: Those going to Bingo/ Casino		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those going to Bingo/ Casino	41	100.0%	8	100.0%	5	100.0%	2	100.0%	3	100.0%	1	100.0%	8	100.0%	2	100.0%	1	100.0%	9	100.0%	2	100.0%
Gala Bingo, Coventry	13	31.7%	4	50.0%	1	20.0%	0	.0%	1	33.3%	0	.0%	4	50.0%	1	50.0%	0	.0%	1	11.1%	1	50.0%
Warwick City Centre	2	4.9%	0	.0%	1	20.0%	1	50.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Canley Sports & Social Club, Marler Road, Coventry	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%
The Nelson Club, Charles Street, Warwick	1	2.4%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tiddington	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%
Wooton	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%

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Q27a. Where do you or members of your household normally go to play bingo?

		Base: Those going to Bingo/ Casino		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Grosvenor Casino, Ricoh Arena, Phoenix Way, Coventry	4	9.8%	0	.0%	1	20.0%	1	50.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%	1	11.1%	0	.0%
	Leamington Spa	3	7.3%	2	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	50.0%	0	.0%	0	.0%	0	.0%
	Southam	2	4.9%	0	.0%	0	.0%	0	.0%	2	66.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Royal British Legion, Bull Street, Stratford-upon-Avon	2	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	22.2%	0	.0%
	Coton End, Warwick	1	2.4%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Beacon Bingo Northampton, Weedon Road, Northampton	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	100.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Birmingham	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	100.0%	0	.0%	0	.0%
	Gala Bingo, Ashmore Park, Willenhall	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%
	Henley-in-Arden	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%
	London Road Social Club, Paradise Street, Coventry	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Rose and Crown, Sheep Street, Stratford-upon-Avon	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%
	Stratford-upon-Avon	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%
	The Embassy Club, Rother Street, Stratford-upon-Avon	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	50.0%
	Cublington	1	2.4%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick Conservative Club, Swan Street, Warwick	1	2.4%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q27b. Where do you or members of your household normally go to the cinema?

		Base: Those going to Cinema		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those going to Cinema		484	100.0%	51	100.0%	52	100.0%	49	100.0%	42	100.0%	37	100.0%	72	100.0%	40	100.0%	49	100.0%	50	100.0%	42	100.0%

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Q27b. Where do you or members of your household normally go to the cinema?

		Base: Those going to Cinema		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	The Apollo, Portland Place East, Leamington Spa	174	36.0%	36	70.6%	37	71.2%	36	73.5%	21	50.0%	1	2.7%	3	4.2%	14	35.0%	5	10.2%	8	16.0%	13	31.0%
	Stratford Picture House, Windsor Street, Stratford-upon-Avon	60	12.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	8.2%	32	64.0%	24	57.1%
	Warwick Arts Centre, Gibbet Hill Road, Coventry	53	11.0%	8	15.7%	3	5.8%	3	6.1%	2	4.8%	2	5.4%	18	25.0%	11	27.5%	5	10.2%	1	2.0%	0	.0%
	Showcase Cinema, Gielgud Way, Cross Point Business Park, Coventry	46	9.5%	0	.0%	5	9.6%	2	4.1%	5	11.9%	12	32.4%	14	19.4%	5	12.5%	3	6.1%	0	.0%	0	.0%
	Cineworld, Mill Lane Arcade, Solihull	31	6.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	26	53.1%	3	6.0%	1	2.4%
	Showcase Cinema, Walsgrave	24	5.0%	1	2.0%	2	3.8%	0	.0%	0	.0%	1	2.7%	16	22.2%	3	7.5%	0	.0%	1	2.0%	0	.0%
	The Odeon, Coventry	24	5.0%	1	2.0%	1	1.9%	0	.0%	2	4.8%	3	8.1%	13	18.1%	4	10.0%	0	.0%	0	.0%	0	.0%
	Cineworld, Leicester Road, Rugby	22	4.5%	0	.0%	0	.0%	1	2.0%	6	14.3%	14	37.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
	The Royal Cinema, Royal Spas Centre, Leamington Spa	16	3.3%	3	5.9%	3	5.8%	4	8.2%	3	7.1%	0	.0%	0	.0%	1	2.5%	1	2.0%	1	2.0%	0	.0%
	Skydome Arena, Croft Road, Coventry	13	2.7%	2	3.9%	0	.0%	0	.0%	0	.0%	2	5.4%	8	11.1%	1	2.5%	0	.0%	0	.0%	0	.0%
	Apollo, Kingfisher Square, Redditch	6	1.2%	0	.0%	1	1.9%	2	4.1%	1	2.4%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%
	UGC Cinema, Ladywell Walk, Birmingham	2	.4%	0	.0%	0	.0%	1	2.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon Cinema, Horse Fair, Banbury	1	.2%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	The Regal Cinema, Port Street, Evesham	5	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	3	6.0%	1	2.4%
	Tiddington Community Centre, Main Street, Stratford-upon-Avon	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	2.4%
	Can't remember	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
	Cineworld, Broad Street, Birmingham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Flix in the Sticks, Clarendon	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Kineton Social Club, Leamington Spa	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
	Mobile cinema, Marten, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q27c. Where do you or members of your household normally go to use a gym/ health club/ sports facility?

		Base: Those using a gym/ health club/ sports facility		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Base: Those using a gym/ health club/ sports facility	257	100.0%	29	100.0%	30	100.0%	25	100.0%	22	100.0%	22	100.0%	34	100.0%	23	100.0%	26	100.0%	27	100.0%	19	100.0%

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Q27c. Where do you or members of your household normally go to use a gym/ health club/ sports facility?

	Base: Those using a gym/ health club/ sports facility		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Coventry	27	10.5%	0	.0%	0	.0%	1	4.0%	0	.0%	7	31.8%	19	55.9%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford-upon-Avon	23	8.9%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	12	44.4%	9	47.4%
Leamington Spa Town Centre	18	7.0%	4	13.8%	4	13.3%	7	28.0%	1	4.5%	2	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Warwickshire Golf and Country Club, Leek Wootton, Warwick	16	6.2%	4	13.8%	2	6.7%	2	8.0%	0	.0%	1	4.5%	0	.0%	4	17.4%	2	7.7%	1	3.7%	0	.0%
Warwick Town Centre	12	4.7%	5	17.2%	5	16.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	7.4%	0	.0%
St. Nicholas Park Leisure Centre, Warwick	11	4.3%	2	6.9%	5	16.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	1	3.8%	0	.0%	2	10.5%
Newbold Comyn Leisure Centre, Leamington Spa	10	3.9%	3	10.3%	2	6.7%	4	16.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%
Southam	8	3.1%	0	.0%	0	.0%	0	.0%	8	36.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth Town Centre	8	3.1%	0	.0%	1	3.3%	1	4.0%	0	.0%	0	.0%	0	.0%	6	26.1%	0	.0%	0	.0%	0	.0%
Southam Leisure Centre, Welsh Road West, Southam	5	1.9%	0	.0%	0	.0%	0	.0%	5	22.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Virgin Active, Blythe Gate, Shirley, Solihull	5	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	1	2.9%	0	.0%	3	11.5%	0	.0%	0	.0%
David Lloyd, Monkspath Leisure Park, Solihull	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	15.4%	0	.0%	0	.0%
LA Fitness, Warwick	4	1.6%	0	.0%	1	3.3%	1	4.0%	0	.0%	0	.0%	0	.0%	2	8.7%	0	.0%	0	.0%	0	.0%
Nuffield Health, Warwick	4	1.6%	1	3.4%	2	6.7%	1	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon Hall Hotel, Main Street, Brandon, Coventry	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	9.1%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Healthworks Fitness Studio, Western Road, Stratford-upon-Avon	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	7.4%	1	5.3%
Leamington Spa	3	1.2%	2	6.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
Stratford Leisure & Visitor Centre, Bridgefoot, Stratford-up	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	1	3.7%	1	5.3%
Solihull	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	11.5%	0	.0%	0	.0%
Alveston Manor Health Centre, Stratford-upon-Avon	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	1	5.3%
Coventry City Supporters Club, Freehold Street, Coventry	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Shirley	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	7.7%	0	.0%	0	.0%
Varies	2	.8%	0	.0%	1	3.3%	1	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ardencote Manor Leisure Club, Warwick	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%
Bannatyne Fitness Ltd, Widney Manor, Saintbury Drive, Solihull	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%
Bizz Fitness, Spencer Street, Leamington Spa	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
Cannons Health Club	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%
Castle Farm Recreation Centre, Kenilworth	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%

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Q27c. Where do you or members of your household normally go to use a gym/ health club/ sports facility?

	Base: Those using a gym/ health club/ sports facility		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Holiday Inn, Bridgefoot, Stratford-upon-Avon	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Leisure Centre, Stratford-upon-Avon	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Living Well Health Club, Hilton National, Warwick	1	.4%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Macdonald Hotels, Banbury Road, Stratford-Upon-Avon	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Meadows Community Sports Centre (Kenilworth School), Kenilworth	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
Pinx Fitness, Radford Road, Leamington Spa	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pure Health Club, Bedford Street, Leamington Spa	1	.4%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stockton	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
The Menzies Spa and Golf Club, Warwick Road, Stratford-upon-	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.3%
Village Hotel & Leisure Club, Dolomite Avenue, Coventry	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wildmoor Spa & Health Club, Alcester Road, Stratford-upon-Avon	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Wolston Leisure and Community Centre	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Davenry	1	.4%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
Rugby	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q27c. Where do you or members of your household normally go to use a gym/ health club/ sports facility?

		Base: Those using a gym/ health club/ sports facility		Zone																	
				1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	St Nicholas Park Leisure Centre, Banbury Road, Warwick	3	1.2%	0	.0%	3	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Virgin Active, Whitley, Coventry	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	2	5.9%	0	.0%	0	.0%	0	.0%
	Xcel Leisure Centre, Mitchell Avenue, Coventry	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	8.8%	0	.0%	0	.0%	0	.0%
	Beechwood Tennis Club, Coventry	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.9%	0	.0%	0	.0%	0	.0%
	Curves Gym, Kenilworth, Warwick	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	8.7%	0	.0%	0	.0%
	Ettington Park Hotel, Alderminster, Stratford upon Avon	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	10.5%
	Harbury	2	.8%	0	.0%	0	.0%	1	4.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Leek Wootton Health Club, Leamington Spa	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	1	4.3%	0	.0%	0	.0%
	Wellesbourne	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	10.5%
	Abbey Fields Swimming Pool, Bridge Street, Kenilworth	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%
	Chichester, West Sussex	1	.4%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Community Centre, Spinney Hill	1	.4%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Connections, Ryton-on-Dunsmore	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Cubbington	1	.4%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	David Lloyd, Aston, Birmingham	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Different venues every day	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%
	Gloucester	1	.4%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Henley-in-Arden	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%
	Hinkley	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Holiday Inn Rugby/Northampton, off A428, Northampton	1	.4%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Holiday Inn, Homer Road, Solihull	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%
	Kenilworth	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%
	Kenilworth Golf Club	1	.4%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Keningworth Swimming pool, Keningworth	1	.4%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kineton	1	.4%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kings Heath, Birmingham, West Midlands	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%
	Leamington Rugby Football Club, Moorfields, Kenilworth Road, Leamington Spa	1	.4%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	1	.4%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Napton Village Hall, The Crescent, Napton on the Hill, Southam	1	.4%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Pure Gym, Croft Road, Coventry	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	
Reflections, Chesford Cottages, Kenilworth	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	

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Q27c. Where do you or members of your household normally go to use a gym/ health club/ sports facility?

		Base: Those using a gym/ health club/ sports facility		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Rowland Cricket Club, College Close, Rugby	1	.4%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	School Gym, Birmingham	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%
	Simply Gym, Cannon Park Centre, Lynchgate Road, Coventry	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Southam	1	.4%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stratford-upon-Avon Golf Club, Tiddington Road, Stratford-upon-Avon	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%
	Stratford Manor Leisure Club, Stratford-upon-Avon	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Studio Warwick, Old Square, Warwick	1	.4%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Alan Higgs Centre, Allard Way, Coventry	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Gregg Centre, Alcester	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
	Unsure of the name	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Virgin Active, Leicester Road, Rugby	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warwick School, Myton Road, Warwick	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warwick Sports Club, Hampton Road, Warwick	1	.4%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warwick University Gym	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Welcombe Hotel Spa & Golf Club, Warwick Road, Stratford-upon-Avon	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Work Gym in Gaydon	1	.4%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q27d. Where do you or members of your household normally go to a museum, theatre, gallery or other place of historical/ cultural interest?

		Base: Those visiting museum/ theatre/ gallery		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting museum/ theatre/ gallery		552	100.0%	67	100.0%	59	100.0%	50	100.0%	49	100.0%	51	100.0%	84	100.0%	47	100.0%	54	100.0%	57	100.0%	34	100.0%

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Q27d. Where do you or members of your household normally go to a museum, theatre, gallery or other place of historical/ cultural interest?

	Base: Those visiting museum/ theatre/ gallery		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Coventry	96	17.4%	2	3.0%	5	8.5%	6	12.0%	2	4.1%	17	33.3%	47	56.0%	9	19.1%	4	7.4%	3	5.3%	1	2.9%
Leamington Spa Town Centre	81	14.7%	23	34.3%	14	23.7%	17	34.0%	10	20.4%	0	.0%	1	1.2%	8	17.0%	3	5.6%	3	5.3%	2	5.9%
Warwick Town Centre	66	12.0%	12	17.9%	13	22.0%	6	12.0%	8	16.3%	1	2.0%	4	4.8%	5	10.6%	6	11.1%	9	15.8%	2	5.9%
Stratford-upon-Avon	52	9.4%	4	6.0%	6	10.2%	3	6.0%	5	10.2%	3	5.9%	1	1.2%	2	4.3%	2	3.7%	13	22.8%	13	38.2%
Kenilworth Town Centre	7	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	5	10.6%	0	.0%	0	.0%	0	.0%
Rugby	7	1.3%	0	.0%	0	.0%	0	.0%	2	4.1%	5	9.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	5	.9%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	7.4%	0	.0%	0	.0%
Banbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%
Birmingham - Acocks Green	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%
Birmingham - Hall Green	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%
Daventry	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%
Redditch	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%

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Q27d. Where do you or members of your household normally go to a museum, theatre, gallery or other place of historical/ cultural interest?

		Base: Those visiting museum/ theatre/ gallery		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	London	86	15.6%	16	23.9%	10	16.9%	7	14.0%	5	10.2%	10	19.6%	12	14.3%	2	4.3%	9	16.7%	10	17.5%	5	14.7%
	Birmingham City Centre	36	6.5%	2	3.0%	2	3.4%	1	2.0%	5	10.2%	1	2.0%	3	3.6%	6	12.8%	11	20.4%	5	8.8%	0	.0%
	Varies	23	4.2%	1	1.5%	3	5.1%	3	6.0%	2	4.1%	3	5.9%	3	3.6%	3	6.4%	2	3.7%	1	1.8%	2	5.9%
	Abroad/ on holiday	10	1.8%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	3	3.6%	1	2.1%	2	3.7%	2	3.5%	0	.0%
	Any National Trust venues	7	1.3%	0	.0%	1	1.7%	1	2.0%	1	2.0%	2	3.9%	0	.0%	0	.0%	1	1.9%	1	1.8%	0	.0%
	Birmingham Hippodrome, Hurst Street, Birmingham	7	1.3%	1	1.5%	0	.0%	0	.0%	1	2.0%	0	.0%	2	2.4%	0	.0%	1	1.9%	1	1.8%	1	2.9%
	Oxford	5	.9%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.9%	2	3.5%	0	.0%
	Depends on where exhibition is being held	4	.7%	1	1.5%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	1	2.9%
	Compton Verney	3	.5%	1	1.5%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%
	Warwick Arts Centre, Gibbet Hill Road, Coventry	3	.5%	1	1.5%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%
	Belgrade Theatre, Coventry	2	.4%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cheltenham	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	2.1%	0	.0%	0	.0%	0	.0%
	Cornwall	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	1	2.9%
	Henley-in-Arden	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.7%	0	.0%	0	.0%
	Herbert Art Gallery & Museum, Jordan Well, Coventry	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Malvern	2	.4%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Morton	2	.4%	1	1.5%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Upton House, Banbury	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.9%
	Wellesbourne	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	2.9%
	York	2	.4%	0	.0%	1	1.7%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aylesbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%
	Baddesley Clinton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Birmingham Museum & Art Gallery	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%
	Black Country Museum	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bristol	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cambridge	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%
	Charlton House, Charlton Road, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%
	Devon	1	.2%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Don't know	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Edinburgh	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gaydon	1	.2%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Gloucestershire	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Industrial Museums throughout The Midlands	1	.2%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ironbridge	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	
Kenilworth Castle	1	.2%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q27d. Where do you or members of your household normally go to a museum, theatre, gallery or other place of historical/ cultural interest?

		Base: Those visiting museum/ theatre/ gallery		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Knebworth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Lindisfarne Gospels, Palace Green Library, Durham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Liverpool	1	.2%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Loft Theatre, Leamington Spa	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Market Hall Museum, Market Place, Warwick	1	.2%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Midland Air Museum, Rowley Road, Baginton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Offchurch	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Redding	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%
	Royal Pump Rooms, The Parade, Leamington Spa	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Royal Spa Centre, Newbold Terrace, Leamington Spa	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%
	Tate Modern, London	1	.2%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Shugborough Estate, Stafford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Towcester	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warwickshire	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%

Q27e. Where do you or members of your household normally go to a pub/ bar/ nightclub/ music venue?

		Base: Those going to pub/ bar/ nightclub		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those going to pub/ bar/ nightclub		547	100.0%	53	100.0%	52	100.0%	52	100.0%	49	100.0%	49	100.0%	81	100.0%	50	100.0%	57	100.0%	65	100.0%	39	100.0%
Leamington Spa Town Centre		99	18.1%	31	58.5%	13	25.0%	34	65.4%	8	16.3%	2	4.1%	2	2.5%	3	6.0%	3	5.3%	2	3.1%	1	2.6%
Coventry		75	13.7%	1	1.9%	0	.0%	3	5.8%	1	2.0%	15	30.6%	53	65.4%	1	2.0%	0	.0%	0	.0%	1	2.6%
Stratford-upon-Avon		60	11.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	1.2%	0	.0%	3	5.3%	37	56.9%	18	46.2%
Warwick Town Centre		59	10.8%	7	13.2%	31	59.6%	3	5.8%	3	6.1%	0	.0%	1	1.2%	1	2.0%	6	10.5%	6	9.2%	1	2.6%
Kenilworth Town Centre		58	10.6%	1	1.9%	3	5.8%	0	.0%	0	.0%	1	2.0%	13	16.0%	39	78.0%	1	1.8%	0	.0%	0	.0%
Rugby		18	3.3%	0	.0%	0	.0%	1	1.9%	4	8.2%	13	26.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Knowle		4	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	7.0%	0	.0%	0	.0%
Solihull		4	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	7.0%	0	.0%	0	.0%
Banbury		1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham - Acocks Green		1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham - Hall Green		1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shirley		1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
Welltham		1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q27e. Where do you or members of your household normally go to a pub/ bar/ nightclub/ music venue?

		Base: Those going to pub/ bar/ nightclub		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Varies	19	3.5%	1	1.9%	1	1.9%	1	1.9%	4	8.2%	4	8.2%	2	2.5%	0	.0%	2	3.5%	2	3.1%	2	5.1%
	Henley-in-Arden	10	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	7	12.3%	2	3.1%	0	.0%
	Warwickshire	10	1.8%	1	1.9%	1	1.9%	0	.0%	2	4.1%	0	.0%	1	1.2%	3	6.0%	1	1.8%	0	.0%	1	2.6%
	Southam	8	1.5%	0	.0%	0	.0%	1	1.9%	7	14.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lapworth	7	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	12.3%	0	.0%	0	.0%
	Earlwood	5	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	8.8%	0	.0%	0	.0%
	Local country pubs, Warwickshire	5	.9%	1	1.9%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	1.5%	1	2.6%
	London	4	.7%	1	1.9%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	1	2.6%
	Long Itchington	4	.7%	0	.0%	0	.0%	1	1.9%	2	4.1%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
	Birmingham City Centre	3	.5%	0	.0%	1	1.9%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	Ettington, Warwickshire	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.7%
	Hampton Lucy	3	.5%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.1%	0	.0%
	Harbury	3	.5%	0	.0%	0	.0%	1	1.9%	2	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Studley	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	2	3.1%	0	.0%
	Wellesbourne	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	2	5.1%
	Wolston	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Barford	2	.4%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Cotswolds	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	1.5%	0	.0%
	Cubbington	2	.4%	2	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Kineton	2	.4%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
	Leamington Spa (not in the town centre)	2	.4%	2	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton Lindsay	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.1%	0	.0%
	Old Mill Inn, Baginton	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Tiddington	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.1%
	Ufton	2	.4%	1	1.9%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wellford-upon-Avon	2	.4%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Avon Dassett	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Balsall Common	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	Bascott	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bishops Itchington	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bishops Tachbrook	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brandon	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bubbenhall	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Chadwick End	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	Church Lawford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Churchill	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
	Claverdon	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Clifford Chambers	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%

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Q27e. Where do you or members of your household normally go to a pub/ bar/ nightclub/ music venue?

		Base: Those going to pub/ bar/ nightclub		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Other	Doncaster	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Dorridge	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	Earlston	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Fenny Compton	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Frankton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Greenlane	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Kilsby	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kings Head, Church Hill, Cubbington	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Leek Wootton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	LG Arena, National Exhibition Centre, Birmingham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lillington	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Loxley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
	Lulworth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	Malvern	1	.2%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Manchester	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	Meridon	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Moreton-in-Marsh	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
	Newnham	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oxhill	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
	Princethorpe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	R N A Club Riverside, Adelaide Road, Leamington Spa	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Radford Semele	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rowington	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	Sambourne	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	Shrewley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	Snitterfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Social Club, School Street, Southam	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	South Warwickshire	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
	Stockton	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stratford district	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford Golf Club	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	
Stretton-on-Dunsmore	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q27e. Where do you or members of your household normally go to a pub/ bar/ nightclub/ music venue?

		Base: Those going to pub/ bar/ nightclub		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tanworth-in-Arden	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	The Black Boy, Warwick Road, Knowle, Solihull	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	The Malt Shovel, Barston Lane, Barston	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
	The Moorings, Myton Road, Leamington Spa	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Red Lion, Hunningham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Uston	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Village near Lemington	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wales	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q27f. Where do you or members of your household normally go to a restaurant?

		Base: Those going to restaurant		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those going to restaurant		742	100.0%	84	100.0%	79	100.0%	76	100.0%	55	100.0%	64	100.0%	112	100.0%	63	100.0%	73	100.0%	84	100.0%	52	100.0%
Leamington Spa Town Centre		185	24.9%	55	65.5%	15	19.0%	56	73.7%	27	49.1%	8	12.5%	12	10.7%	5	7.9%	1	1.4%	2	2.4%	4	7.7%
Kenilworth Town Centre		90	12.1%	3	3.6%	4	5.1%	1	1.3%	1	1.8%	2	3.1%	26	23.2%	46	73.0%	5	6.8%	1	1.2%	1	1.9%
Stratford-upon-Avon		86	11.6%	2	2.4%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	3	4.1%	50	59.5%	28	53.8%
Coventry		85	11.5%	1	1.2%	3	3.8%	2	2.6%	0	.0%	22	34.4%	53	47.3%	3	4.8%	1	1.4%	0	.0%	0	.0%
Warwick Town Centre		81	10.9%	7	8.3%	37	46.8%	6	7.9%	3	5.5%	1	1.6%	1	.9%	2	3.2%	10	13.7%	11	13.1%	3	5.8%
Solihull		18	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.6%	15	20.5%	0	.0%	1	1.9%
Rugby		15	2.0%	0	.0%	0	.0%	0	.0%	2	3.6%	13	20.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Knowle		5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	5.5%	1	1.2%	0	.0%
Banbury		3	.4%	0	.0%	1	1.3%	0	.0%	2	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton		2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Alcester		1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham - Acocks Green		1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q27f. Where do you or members of your household normally go to a restaurant?

		Base: Those going to restaurant		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Varies	31	4.2%	3	3.6%	5	6.3%	4	5.3%	3	5.5%	3	4.7%	3	2.7%	2	3.2%	6	8.2%	0	.0%	2	3.8%
	Henley-in-Arden	14	1.9%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	1	.9%	0	.0%	9	12.3%	3	3.6%	0	.0%
	Warwickshire	13	1.8%	2	2.4%	2	2.5%	0	.0%	2	3.6%	0	.0%	1	.9%	2	3.2%	2	2.7%	2	2.4%	0	.0%
	Southam	6	.8%	0	.0%	0	.0%	0	.0%	5	9.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Birmingham	5	.7%	1	1.2%	1	1.3%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%	0	.0%
	Holiday locations	4	.5%	1	1.2%	1	1.3%	0	.0%	1	1.8%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
	Dorridge	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%
	Earlswood	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%
	Hampton Lucy	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	1.9%
	Lapworth	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%
	Wellesbourne	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.8%
	Alderminster	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%
	Baginton	2	.3%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunchurch	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gaydon	2	.3%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
	Hockley Heath	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%	0	.0%
	Leicester	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%
	London	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
	Preston Bagot	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	1	1.4%	0	.0%	0	.0%
	Priors Hardwick	2	.3%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Radford Semele	2	.3%	0	.0%	1	1.3%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Welford-upon-Avon	2	.3%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
	Balsall Common	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Barford	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bascott	1	.1%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Beef, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Bicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
	Bishops Tachbrook	1	.1%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bistrot Pierre, Park Street, Leamington Spa	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bourton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Bristol	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bromsgrove	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	
Bubbinhal	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Burford	1	.1%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Chadwick End	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	
Cheltnam	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Cornwall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Cotswolds	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	
Cubbington	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q27f. Where do you or members of your household normally go to a restaurant?

		Base: Those going to restaurant		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Devon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ettington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	
Evesham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	
Finsthorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Frankie & Benny's, Junction One Retail Park, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Harlow	1	.1%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Kent	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Kineton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	
Kings Lynn	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Kytes Hardwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Long Itchington	1	.1%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Loughborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	
Lutterworth	1	.1%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Milton Lindsay	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	
Norfolk	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	
North Wales	1	.1%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Outskirts of Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Other	Pershore	1	.1%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Pillerton Priors	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Princethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Priors Marston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rothley, Leicestershire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Rugley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
	Salisbury	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shipston-on-Stour	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Shreway	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Stockton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stratford Road, Warwick	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sutton Coldfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Abbey Hotel, Dagnell End Road, Redditch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	The Forest Hotel, Station Approach, Dorridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
	The Friendly Inn, Main Street, Frankton, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The King's Head, Warwick Road, Wellesbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%

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Q27f. Where do you or members of your household normally go to a restaurant?

		Base: Those going to restaurant		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	The Moorings, Myton Road, Leamington Spa	1	.1%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Shoulder of Mutton, Brookside, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tiddington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
	Ufton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warwick / Leamington Spa	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Whichford	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woolston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Worcester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%

Q27g. Where do you or members of your household normally go tenpin bowling?

		Base: Those going tenpin bowling		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those going tenpin bowling		140	100.0%	13	100.0%	19	100.0%	21	100.0%	14	100.0%	12	100.0%	22	100.0%	7	100.0%	11	100.0%	10	100.0%	11	100.0%
Tenpin Bowling, Leamington Spa		100	71.4%	13	100.0%	17	89.5%	21	100.0%	9	64.3%	3	25.0%	1	4.5%	7	100.0%	8	72.7%	10	100.0%	11	100.0%
Tenpin Bowling, Cross Point, Business Park, Coventry		27	19.3%	0	.0%	2	10.5%	0	.0%	0	.0%	7	58.3%	17	77.3%	0	.0%	1	9.1%	0	.0%	0	.0%
Hollywood Bowl, Park Way, Rubery		2	1.4%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Rugby Super Bowl, Junction One Retail Park, Rugby	3	2.1%	0	.0%	0	.0%	0	.0%	3	21.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Walsgrave Triangle, Coventry	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Acocks Green Complex, Solihull	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Electric Cinema, Station Street, Birmingham	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%
	Local club, Thatchbrook	1	.7%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spain	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%
	Tamworth	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%

Q27h. Where do you or members of your household normally go for other leisure activities?

		Base: Those going for other leisure activities		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those going for other leisure activities		48	100.0%	3	100.0%	7	100.0%	4	100.0%	3	100.0%	5	100.0%	6	100.0%	7	100.0%	7	100.0%	2	100.0%	4	100.0%

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Q27h. Where do you or members of your household normally go for other leisure activities?

		Base: Those going for other leisure activities		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Kenilworth Town Centre	6	12.5%	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%	0	.0%	5	71.4%	0	.0%	0	.0%	0	.0%
	Warwick Town Centre	5	10.4%	0	.0%	4	57.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%
	Leamington Spa Town Centre	4	8.3%	2	66.7%	1	14.3%	1	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coventry	3	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	50.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stratford-upon-Avon	2	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	50.0%
	Banbury	1	2.1%	0	.0%	0	.0%	0	.0%	1	33.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Solihull	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
	Varies	7	14.6%	1	33.3%	0	.0%	0	.0%	0	.0%	2	40.0%	2	33.3%	1	14.3%	1	14.3%	0	.0%	0	.0%
	Ardencote Manor, The Cumsey, Lye Green Road, Warwick	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
	Brandon	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Claverdon	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
	Cotswolds	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	50.0%	0	.0%
	Finham	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	16.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Gaydon	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	25.0%
	Kings Norton Golf Club, Birmingham	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
	Marykirk, Aberdeenshire	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newbold Comyn Leisure Centre, Leamington Spa	1	2.1%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Offchurch	1	2.1%	0	.0%	0	.0%	0	.0%	1	33.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	River Avon	1	2.1%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Skydome Arena, Coventry	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Snowdonia National Park	1	2.1%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Southam	1	2.1%	0	.0%	0	.0%	0	.0%	1	33.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stoneley	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	25.0%
	Tanworth-in-Arden	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
	Warwick Racecourse, Hampton Street, Warwick	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
	West Midlands Golf Club, Marsh House Farm Lane, Solihull	1	2.1%	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wootton Wawen	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	50.0%	0	.0%	

Q28. Age group of respondent

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
18 - 24 years		13	1.3%	1	.9%	2	1.9%	1	.9%	0	.0%	0	.0%	3	2.1%	1	1.2%	2	2.2%	3	2.7%	0	.0%
25 - 34 years		8	.8%	0	.0%	1	1.0%	3	2.8%	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
35 - 44 years		58	5.8%	5	4.6%	8	7.6%	11	10.4%	3	3.2%	5	5.9%	7	4.9%	2	2.5%	7	7.5%	6	5.5%	4	5.3%

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Q28. Age group of respondent

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
45 - 54 years	134	13.4%	13	11.9%	19	18.1%	18	17.0%	15	16.1%	11	12.9%	21	14.7%	9	11.1%	13	14.0%	2	1.8%	13	17.3%
55 - 64 years	183	18.3%	20	18.3%	17	16.2%	21	19.8%	20	21.5%	11	12.9%	25	17.5%	13	16.0%	19	20.4%	23	20.9%	14	18.7%
65 years or above	541	54.1%	64	58.7%	50	47.6%	48	45.3%	47	50.5%	46	54.1%	83	58.0%	49	60.5%	50	53.8%	67	60.9%	37	49.3%
Refused	63	6.3%	6	5.5%	8	7.6%	4	3.8%	8	8.6%	9	10.6%	4	2.8%	7	8.6%	2	2.2%	8	7.3%	7	9.3%

Q29. SEG of chief wage earner

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
A/B	193	19.3%	17	15.6%	22	21.0%	13	12.3%	19	20.4%	12	14.1%	23	16.1%	21	25.9%	21	22.6%	25	22.7%	20	26.7%
C1	420	42.0%	45	41.3%	45	42.9%	44	41.5%	39	41.9%	33	38.8%	73	51.0%	33	40.7%	42	45.2%	39	35.5%	27	36.0%
C2	220	22.0%	26	23.9%	18	17.1%	28	26.4%	19	20.4%	25	29.4%	34	23.8%	15	18.5%	18	19.4%	22	20.0%	15	20.0%
D/E	88	8.8%	11	10.1%	11	10.5%	17	16.0%	7	7.5%	6	7.1%	8	5.6%	3	3.7%	7	7.5%	13	11.8%	5	6.7%
Refused	79	7.9%	10	9.2%	9	8.6%	4	3.8%	9	9.7%	9	10.6%	5	3.5%	9	11.1%	5	5.4%	11	10.0%	8	10.7%

Q30. Number of people in the household aged:

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Adults aged 16 years and over	Base: All respondents	1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
	One	302	30.2%	33	30.3%	30	28.6%	31	29.2%	25	26.9%	27	31.8%	46	32.2%	27	33.3%	26	28.0%	37	33.6%	20	26.7%
	Two	460	46.0%	54	49.5%	45	42.9%	46	43.4%	42	45.2%	37	43.5%	69	48.3%	36	44.4%	54	58.1%	42	38.2%	35	46.7%
	Three	119	11.9%	7	6.4%	18	17.1%	19	17.9%	11	11.8%	9	10.6%	19	13.3%	6	7.4%	7	7.5%	14	12.7%	9	12.0%
	Four or more	51	5.1%	8	7.3%	8	7.6%	4	3.8%	7	7.5%	4	4.7%	4	2.8%	4	4.9%	4	4.3%	6	5.5%	2	2.7%
	Refused	68	6.8%	7	6.4%	4	3.8%	6	5.7%	8	8.6%	8	9.4%	5	3.5%	8	9.9%	2	2.2%	11	10.0%	9	12.0%
Children aged 15 years and under	None	830	83.0%	92	84.4%	84	80.0%	83	78.3%	78	83.9%	69	81.2%	124	86.7%	68	84.0%	81	87.1%	94	85.5%	57	76.0%
	One	50	5.0%	6	5.5%	5	4.8%	6	5.7%	4	4.3%	6	7.1%	7	4.9%	3	3.7%	4	4.3%	5	4.5%	4	5.3%
	Two	50	5.0%	3	2.8%	12	11.4%	11	10.4%	3	3.2%	1	1.2%	6	4.2%	2	2.5%	6	6.5%	1	.9%	5	6.7%
	Three	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Four or more	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	67	6.7%	8	7.3%	4	3.8%	6	5.7%	8	8.6%	8	9.4%	4	2.8%	8	9.9%	2	2.2%	10	9.1%	9	12.0%

Q31. Number of cars in the household

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
None	132	13.2%	15	13.8%	16	15.2%	15	14.2%	9	9.7%	11	12.9%	19	13.3%	11	13.6%	10	10.8%	17	15.5%	9	12.0%
One	421	42.1%	57	52.3%	45	42.9%	47	44.3%	39	41.9%	34	40.0%	61	42.7%	36	44.4%	33	35.5%	41	37.3%	28	37.3%
Two	300	30.0%	20	18.3%	30	28.6%	33	31.1%	27	29.0%	24	28.2%	48	33.6%	21	25.9%	37	39.8%	38	34.5%	22	29.3%

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Q31. Number of cars in the household

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Three or more	73	7.3%	9	8.3%	10	9.5%	3	2.8%	11	11.8%	7	8.2%	7	4.9%	4	4.9%	10	10.8%	5	4.5%	7	9.3%
Refused	74	7.4%	8	7.3%	4	3.8%	8	7.5%	7	7.5%	9	10.6%	8	5.6%	9	11.1%	3	3.2%	9	8.2%	9	12.0%

Q32. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Yes	687	68.7%	79	72.5%	75	71.4%	61	57.5%	65	69.9%	56	65.9%	104	72.7%	54	66.7%	66	71.0%	72	65.5%	55	73.3%
No	313	31.3%	30	27.5%	30	28.6%	45	42.5%	28	30.1%	29	34.1%	39	27.3%	27	33.3%	27	29.0%	38	34.5%	20	26.7%

Q33. Gender of respondent

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	109	100.0%	105	100.0%	106	100.0%	93	100.0%	85	100.0%	143	100.0%	81	100.0%	93	100.0%	110	100.0%	75	100.0%
Male	322	32.2%	39	35.8%	38	36.2%	32	30.2%	33	35.5%	29	34.1%	37	25.9%	31	38.3%	34	36.6%	30	27.3%	19	25.3%
Female	678	67.8%	70	64.2%	67	63.8%	74	69.8%	60	64.5%	56	65.9%	106	74.1%	50	61.7%	59	63.4%	80	72.7%	56	74.7%