

Issuer and Date	Document	Relevance for Present Study
National		
Office of the Deputy Prime Minister (March 2005)	PPS6 (Planning Policy Statement 6)	This Statement is designed to protect and improve town centres throughout the country through the sequential investigation of options for location of build sites in towns, on the boundaries of towns and outside towns. This planning document provides the context to the study and confirms the Council's commitment to a proactive, planned approach to future development which will be reflected in the emerging LDF
Department of Culture, Media and Sport - DCMS (2004)	Tomorrow's Tourism Today	This Strategy suggests that improvements need to be made in the volume, quality and status of the UK tourism industry in order to promote the growth which exceeds that of the world and remains economically and environmentally sustainable. Key issues and areas to be addressed include: increasing the return on expenditure in marketing; increasing the geographical distribution of tourist spend; addressing the shortage of skilled tourism sector employees; agreeing and implementing quality standards. The Strategy aims to improve links between both the public and private sectors, and the local, regional and national companies and organisations working in the sector throughout the country. In addition, links between tourism, culture and sport must be improved in order to capitalise on the tourism potential of cultural and sporting events. Rugby's heritage places it in a good position to develop its tourism and sport links, capitalising on the history of Rugby Football
DCMS (2007)	Tourism for 2012 and Beyond	With much of the nation's focus on the London 2012 Olympics, a Strategy has been developed to ensure that the benefits to the tourism industry as a consequence of the Games are optimised. To this end, aims have been established to: <ul style="list-style-type: none"> ■ Engage all UK tourism businesses in the planning and delivery ■ Improve the international perceptions of Britain ■ Deliver a first class welcome to all visitors ■ Improve the skills of the workforce ■ Improve the quality of the offer ■ Maximise increasing business opportunities ■ Spread the benefits over time and space ■ Improve sustainability The foregoing provides a framework within which Rugby's tourism offer should 'sit' and act as a catalyst

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		for future change and improvement
DCMS (2004)	The Contribution of Culture to Regeneration in the UK	<p>This document provides a review of how cultural activity can contribute to the regeneration process which is underway in the UK. It provides 3 models for incorporating cultural activity into regeneration, namely:</p> <ul style="list-style-type: none"> ■ Culture-led regeneration – where culture is used to transform places ■ Cultural regeneration – where cultural activity is fully incorporated into a development strategy or masterplan for regeneration ■ Culture and regeneration – where culture and regeneration exist independently of each other <p>A number of case studies are provided to demonstrate how culture impacts on regeneration environmentally, economically and socially, including transformation of derelict areas and redundant buildings into hubs for arts; creation of creative clusters leading to growth in economy and skills as well as providing a base for research and development; transformation of an area/town's image; as well as the multiplier effect of cultural regeneration, where other facilities, both public and private are added to the area as a result of culture-led regeneration (including parks, restaurants, tourist information centres, learning institutions).</p> <p>With a strong cultural offer in Rugby Town Centre, this document provides an important framework for the redevelopment of the Borough</p>
DCMS (2005)	Gambling Act	<p>The Act, which came into full force in September 2007, sets out policies and legislation for the deregulation of the casino industry. This will have many effects, including the creation of new casinos and the relaxation of many previously enforced regulations such as music and advertising.</p> <p>These changes are expected to bring significant changes to the industry, and opportunities may be uncovered in this market.</p> <p>As a bingo hall is included within the tourism offer of Rugby, but a casino is not, it is important that the Borough monitor legislative documents such as this one when planning future developments</p>

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DCMS (2003)	Licensing Act	This document altered the manner in which licenses were granted for entertainment and refreshment premises to distribute alcohol, together with extended available hours and a streamlined licensing system. It is designed to increase tourism, reduce expenditure on the licensing process and combat alcohol-related crime and disorder. Its impact nationwide is currently being reviewed but given the preponderance of licensed premises/pubs in Rugby, is particularly relevant. Improving the quality of existing provision within a wider evening economy context will need to be addressed.
Department of Health (2004)	Choosing Health: Making Healthy Choices Easier	This white paper presents the framework for improving the nation's health, from encouraging increased availability of health-related information on products to developing appropriate patterns of behaviour in children. In considering the potential future development of leisure and sports facilities within Rugby Town Centre, it is essential that the Borough takes account of the increased emphasis on healthy lifestyles in future leisure and tourism related provision
DCMS (2000)	A Sporting Future for All	The aim for the future is to see more people involved in sport at all levels and to achieve a higher level of success at national and international levels. This will be addressed by overcoming the following issues: <ul style="list-style-type: none"> ■ A lack of opportunities to take part in sport ■ Diminishing levels of talent and participation as people get older and lose interest ■ The fragmentation and disorganisation of organising bodies ■ The obstacles in the way of those with the potential to excel Rugby must ensure that any new development takes cognisance of the foregoing (where appropriate)
Regional		
Advantage West Midlands (2004)	West Midlands Visitor Economy Strategy	The Visitor Economic Strategy outlines the vision of the West Midlands for the period up to 2010 and beyond which confirms "The West Midlands visitor economy will be recognised for its continuing growth, and for the excellence of a number of sophisticated, world-class urban and authentic rural destinations for business and leisure visitors, which showcase the region's creativity and its heritage, celebrate its diversity, and set new standards for quality and sustainability." The Strategy seeks to promote a focus on partnerships, communication, organisational development, promotion of unique selling points (USP's), and destination management. The tourism themes in the region are identified as heritage, business tourism, regional

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		<p>distinctiveness, festivals and events and cultural diversity.</p> <p>Rugby Borough can, and does, contribute to the tourism offer of the region with many distinct attributes relating to heritage, distinctiveness and diversity goals</p>
<p>Warwickshire County Council, with Warwick District Council, Rugby Borough Council, Nuneaton and Bedworth Borough Council, Stratford District Council, North Warwickshire Borough Council</p> <p>(October 2003)</p>	<p>Warwickshire Cultural Strategy</p>	<p>This Cultural Strategy outlines the meaning and importance of culture, as well as highlighting the priorities and focus of the contributing bodies.</p> <p>The priorities for the 2003-2006 period are identified as:</p> <ul style="list-style-type: none"> ■ Taking pride in Warwickshire ■ Growing the grassroots ■ Increasing cultural opportunities ■ Investing in culture <p>Leisure, part of the cultural offer in Rugby will particularly need to focus on attracting investment which the quantity of its current offer</p>
Local		
<p>Rugby Town Centre Company, with RBC and Warwickshire County Council, October 2005</p>	<p>Rugby's 20:20 Vision</p>	<p>This Strategy identifies 7 areas of focus including: transport, safety, retail, leisure, marketing, investment, and residents. It was prepared in partnership with key agencies and organisations and provides a vision for the future for a 15 year period 2005-2020.</p> <p>The 20:20 vision makes clear that the goal of the borough is to become a retail, leisure, and arts centre of choice for the community and regional visitors. This is to be undertaken not in a competition with the adjacent authorities, but as a focused marketing of the unique selling points of the area. Priorities for the Strategy include:</p> <ul style="list-style-type: none"> ■ The development of a café scene and a leisure/arts experience on par with the rest of the area ■ Youth facilities and services upon which the youth have been consulted ■ A Plan to use compulsory purchase powers and expand town centre to increase available land to meet the need ■ Plans to reduce the amount of traffic in the town centre (more public transport, through road (Western Relief Road) pedestrianised

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		<p>areas)</p> <ul style="list-style-type: none"> ■ Improving security measures to make rugby the safest place in Warwickshire ■ Providing centre for the performing arts that is accessible to town residents ■ Realise and promote the unique selling points (rugby football, Rupert Brooke, the jet engine) ■ provide facilities to promote the town as a destination for health and fitness <p>Within these priorities can be found many leisure goals and objectives, which provide the context to future development for the town centre and wider borough</p>
Rugby Borough Council - RBC	A Leisure Strategy for Rugby Borough 2003-2008	<p>The Rugby Borough Leisure Strategy provides a framework for leisure over the period 2003-2008. This document sets out objectives for sports and leisure provision, as well as implications and actions for each. It further provides a review of the 1998 strategy, as well as carrying out an audit of the current sports and leisure provision in the Borough. Issues of key importance highlighted in this document include a noted lack of available community and school facilities for sports development programmes, and intention to increase access to and participation in the arts, and an increase health and fitness throughout the town.</p> <p>A focus on access to arts, health and fitness provision reflects in part under supply and lack of marketing and promotion of the town centre</p>
RBC	Economic Prosperity Strategy 2007/2008	<p>The yearly economic prosperity strategies look to develop the prosperity of the borough and increase the importance of the area within the wider sub-region. It further places the current situation in the context a the five year plan (focusing on current year in the context of a wider 5 year plan), and provides detailed strategies for the improvement of businesses, the rural economy, promotion of the borough, inward investment and regional perceptions, as well as highlighting areas for development in the tourism product.</p> <p>This document sets out specific priorities and objectives for the borough to achieve in the coming year, in order to increase prosperity – leisure and culture has a key role to play in this</p>

Telephone Introduction:

Good morning/ afternoon. My name is AgentName and I am calling from an independent research agency 'R&M' in Cardiff. Firstly, can I assure you that we are NOT a sales company; we're simply conducting a short survey in your area about shopping and leisure activities. Would you be kind enough to spare a few minutes of your time?

F1. Are you the person responsible for your household's shopping and leisure activities?

If not ask for person who is. If not available please thank respondent and close interview.

q Yes

q No

If = 2, Prompt interviewee with message 'Please thank respondent and close interview'

S_Address1 S_Address2 S_Address3 S_Address4 S_Address5 S_Postcode

F2. Please can I check your postcode?

q CV21

q CV22

q CV23 0

q CV23 8

q CV23 9

q CV3 2

q CV47 0

q CV47 1

q CV47 2

q CV47 7

q CV47 8

q CV47 9

q CV7 9

q CV8 3

q LE10 3

q LE17

q NN11 3

q NN11 4

q NN11 5

q NN11 6

q NN11 7

q NN6 6

q NN6 7

q Not on list

If = 24, Prompt interviewee with message 'Please thank respondent and close interview'

To begin with, I would like to ask you some questions about your MAIN food shopping when you're not undertaking your Christmas shopping:

Q1a. When you're not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWER NOTE: IF INTERNET, CATALOGUE OR TV SHOPPING WRITE IN UNDER 'OTHER' AS FOLLOWS:
INTERNET - LITTLEWOODS WEBSITE, OR TV SHOPPING - PRICEDROP TV

IF ANYTHING ELSE NOT ON LIST TYPE IN STORE NAME, STREET NAME/ RETAIL PARK AND THE TOWN NAME

q Aldi, Harlestone Road, Northampton

q Aldi, Kingswood Road, Nuneaton

q Aldi, Paddox Close, Rugby

q Aldi, Roseberry Avenue, Coventry

q Aldi, Watling Street, Hinckley

q Asda, Barwell Lane, Hinckley

q Asda, Fosse Park Shopping Centre, Leicester

q Asda, Leamington Spa
q Asda, Newtown Road, Nuneaton
q Asda, Rugby Town Centre, Rugby
q Asda, Walsgrave Retail Park, Brade Drive, Coventry
q Budgens, Oxford Street, Southam
q Budgens, Southam, Leamington Spa
q Co-op Extra Foodstore, George Street, Lutterworth
q Co-op Extra Foodstore, Linden Drive, Lutterworth
q Co-op Late Shop, 1-2 Edinburgh Square, Daventry
q Co-op, Broughton Astley, Leicester
q Co-op, Bulkington, Bedworth
q Co-op, Cedar Road, Nuneaton
q Co-op, Chapel Street, Bishops Itchington, Leamington Spa
q Co-op, Coniston Way, Nuneaton
q Co-op, Coventry Road, Market Harborough
q Co-op, Gun Hill, Nuneaton
q Co-op, High Street, Daventry
q Co-op, High Street, Earls Barton, Northampton
q Co-op, High Street, Fenny Compton, Leamington Spa
q Co-op, Hillmorton Road, Rugby
q Co-op, Lawford Road, Rugby
q Co-op, Long Buckby, Northampton
q Co-op, New Bilton, Rugby
q Co-op, Northfield Avenue, Kettering
q Co-op, Old Morton, Rugby
q Co-op, Overslade Road, Rugby
q Co-op, Queen Victoria Road, Coventry
q Co-op, Rugby Centre, Rugby
q Co-op, The Circle, Nuneaton
q Co-op, Tonwsend Lane, Rugby
q Convenience, 2-6 High Street, Daventry
q Cooltrader, Abbeygate Shopping Centre, Nuneaton
q Costcutter, Long Buckby, Northampton
q Farmfoods Freezer Centre, Horeston Grange Shopping Centre, Nuneaton
q Foodcentre, Attleborough Green, Nuneaton
q Foodcentre, New Century Way, Nuneaton
q Iceland, High Street, Daventry
q Iceland, Leamington Spa
q Iceland, Northway, Rugby
q Iceland, Queens Road, Nuneaton
q Iceland, Rugby Town Centre, Rugby
q Iceland, The Square, Market Harborough
q J Sainsbury, Leamington Spa
q J Sainsbury, Vicarage Street, Nuneaton
q Lidl, Hawley Road, Hinckley
q Lidl, Oxford Street, Southam
q Local Shops, Coventry City Centre, Coventry
q Local Stores, Banbury Town Centre, Banbury
q Local Stores, Bedworth Town Centre, Bedworth
q Local Stores, Binley Woods, Coventry
q Local Stores, Brownsover Town Centre, Rugby
q Local Stores, Crick, Rugby
q Local Stores, Daventry Town Centre, Daventry
q Local Stores, Hinckley Town Centre, Hinckley
q Local Stores, Leamington Spa Town Centre, Leamington Spa
q Local Stores, Leamington Spa, Southam
q Local Stores, Leicester Town Centre, Leicester
q Local Stores, Market Harborough, Market Harborough
q Local Stores, Northampton
q Local Stores, Nuneaton Town Centre, Nuneaton
q Local Stores, Rugby Town Centre, Rugby
q Local Stores, Wolston, Coventry
q Marks & Spencer, High Street, Rugby
q Marks & Spencer, Leamington Spa
q Marks & Spencer, Market Place, Nuneaton
q Marks and Spencer, Fosse Park Shopping Centre, Leicester
q Marks and Spencer, The Precinct, Coventry

q Morrisons, Bitteswell Road, Lutterworth
q Morrisons, Brandon Road, Binley, Coventry
q Morrisons, Coventry City Centre, Coventry
q Morrisons, Hinckley
q Morrisons, Rutland Street, Melton Mowbray
q Morrisons, Swan Close Road, Banbury
q Morrisons, Victoria Promenade, Northampton
q Netto, Corporation Street, Rugby
q Netto, Regent Street, Nuneaton
q Netto, Thornton Road, Northampton
q One Stop, Weddington Road, Nuneaton
q Safeway, Daventry
q Sainsbury, Austin Drive, Coventry
q Sainsbury, Daventry
q Sainsbury, Duston, Northampton
q Sainsbury, Fletchamstead Highway, Coventry
q Sainsbury, Fosse Park Shopping Centre, Leicester
q Sainsbury, Long Buckby, Northampton
q Sainsbury, Lutterworth
q Sainsbury, Oxford Road, Banbury
q Sainsbury, Rockingham Road, Kettering
q Sainsbury, St Marys Place, Market Harborough
q Sainsbury, Tachbrook Park Drive, Shires Retail Park, Warwick
q Sainsbury, Trinity Street, Coventry
q Sainsbury, Vicarage Street, Nuneaton
q Sainsbury, Warwick Road, Kenilworth
q Sainsbury, Westgate Industrial Estate, Northampton
q Sainsburys, Bilton Fields, Rugby
q Somerfield, 36-42 Sheaf Street, Daventry
q Somerfield, Camborne Drive, Nuneaton
q Somerfield, Castle Centre, Banbury
q Somerfield, Hawley Road, Hinckley
q Somerfield, Leamington Spa
q Somerfield, Mill Street, Bedworth
q Somerfield, Parkgate Road, Coventry
q Somerfield, Rugby Town Centre, Rugby
q Somerfield, Station Yard, Hinckley
q Somerfield, Westmede Centre, Coventry
q Spar, 1 George Street, Lutterworth
q Spar, Hillmorton Road, Rugby
q Tesco , The Parade, Leamington Spa
q Tesco Express, Croft Road, Nuneaton
q Tesco Express, Raven Way, Nuneaton
q Tesco Express, Wimbourne Place, Daventry
q Tesco Metro, Leamington Spa
q Tesco, 15 New Street, Daventry
q Tesco, Dorchester Way, Coventry
q Tesco, Emscote Road, Warwick
q Tesco, Jubilee Crescent, Coventry
q Tesco, Leicester Road, Rugby
q Tesco, Leicester Street, Bedworth
q Tesco, Lockheed Close, Banbury
q Tesco, Lynchgate Road, Cannon Park Centre, Coventry
q Tesco, Mere Way, Northampton
q Tesco, Old Tiffield Road, Towcester
q Tesco, The Square, Market Harborough
q Tesco, Thorpe Road, Melton Mowbray
q Village Store, West End, Nuneaton
q Waitrose, 13 Bowen Square, Daventry
q Waitrose, Kingsthorpe Centre, Harborough Road, Northampton
q TV shopping (specifiy under other)
q Catalogue (specify under other)
q Internet (specify under other)
q Other (specify)

Q1b. When you're not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWER NOTE: IF INTERNET, CATALOGUE OR TV SHOPPING WRITE IN UNDER 'OTHER' AS FOLLOWS:
INTERNET - LITTLEWOODS WEBSITE, OR TV SHOPPING - PRICEDROP TV

IF ANYTHING ELSE NOT ON LIST TYPE IN STORE NAME, STREET NAME/ RETAIL PARK AND THE TOWN

- q Aldi, Harlestone Road, Northampton
- q Aldi, Kingswood Road, Nuneaton
- q Aldi, Paddock Close, Rugby
- q Aldi, Roseberry Avenue, Coventry
- q Aldi, Watling Street, Hinckley
- q Asda, Barwell Lane, Hinckley
- q Asda, Fosse Park Shopping Centre, Leicester
- q Asda, Leamington Spa
- q Asda, Newtown Road, Nuneaton
- q Asda, Rugby Town Centre, Rugby
- q Asda, Walsgrave Retail Park, Brade Drive, Coventry
- q Budgens, Oxford Street, Southam
- q Budgens, Southam, Leamington Spa
- q Co-op Extra Foodstore, George Street, Lutterworth
- q Co-op Extra Foodstore, Linden Drive, Lutterworth
- q Co-op Late Shop, 1-2 Edinburgh Square, Daventry
- q Co-op, Broughton Astley, Leicester
- q Co-op, Bulkington, Bedworth
- q Co-op, Cedar Road, Nuneaton
- q Co-op, Chapel Street, Bishops Itchington, Leamington Spa
- q Co-op, Coniston Way, Nuneaton
- q Co-op, Coventry Road, Market Harborough
- q Co-op, Gun Hill, Nuneaton
- q Co-op, High Street, Daventry
- q Co-op, High Street, Earls Barton, Northampton
- q Co-op, High Street, Fenny Compton, Leamington Spa
- q Co-op, Hillmorton Road, Rugby
- q Co-op, Lawford Road, Rugby
- q Co-op, Long Buckby, Northampton
- q Co-op, New Bilton, Rugby
- q Co-op, Northfield Avenue, Kettering
- q Co-op, Old Morton, Rugby
- q Co-op, Overslade Road, Rugby
- q Co-op, Queen Victoria Road, Coventry
- q Co-op, Rugby Centre, Rugby
- q Co-op, The Circle, Nuneaton
- q Co-op, Tonwsend Lane, Rugby
- q Convenience, 2-6 High Street, Daventry
- q Cooltrader, Abbeygate Shopping Centre, Nuneaton
- q Costcutter, Long Buckby, Northampton
- q Farmfoods Freezer Centre, Horeston Grange Shopping Centre, Nuneaton
- q Foodcentre, Attleborough Green, Nuneaton
- q Foodcentre, New Century Way, Nuneaton
- q Iceland, High Street, Daventry
- q Iceland, Leamington Spa
- q Iceland, Northway, Rugby
- q Iceland, Queens Road, Nuneaton
- q Iceland, Rugby Town Centre, Rugby
- q Iceland, The Square, Market Harborough
- q J Sainsbury, Leamington Spa
- q J Sainsbury, Vicarage Street, Nuneaton
- q Lidl, Hawley Road, Hinckley
- q Lidl, Oxford Street, Southam
- q Local Shops, Coventry City Centre, Coventry
- q Local Stores, Banbury Town Centre, Banbury
- q Local Stores, Bedworth Town Centre, Bedworth
- q Local Stores, Binley Woods, Coventry
- q Local Stores, Brownsover Town Centre, Rugby

q Local Stores, Crick, Rugby
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q Local Stores, Leamington Spa Town Centre, Leamington Spa
q Local Stores, Leamington Spa, Southam
q Local Stores, Leicester Town Centre, Leicester
q Local Stores, Market Harborough, Market Harborough
q Local Stores, Northampton
q Local Stores, Nuneaton Town Centre, Nuneaton
q Local Stores, Rugby Town Centre, Rugby
q Local Stores, Wolston, Coventry
q Marks & Spencer, High Street, Rugby
q Marks & Spencer, Leamington Spa
q Marks & Spencer, Market Place, Nuneaton
q Marks and Spencer, Fosse Park Shopping Centre, Leicester
q Marks and Spencer, The Precinct, Coventry
q Morrisons, Bitteswell Road, Lutterworth
q Morrisons, Brandon Road, Binley, Coventry
q Morrisons, Coventry City Centre, Coventry
q Morrisons, Hinckley
q Morrisons, Rutland Street, Melton Mowbray
q Morrisons, Swan Close Road, Banbury
q Morrisons, Victoria Promenade, Northampton
q Netto, Corporation Street, Rugby
q Netto, Regent Street, Nuneaton
q Netto, Thornton Road, Northampton
q One Stop, Weddington Road, Nuneaton
q Safeway, Daventry
q Sainsbury, Austin Drive, Coventry
q Sainsbury, Daventry
q Sainsbury, Duston, Northampton
q Sainsbury, Fletchampstead Highway, Coventry
q Sainsbury, Fosse Park Shopping Centre, Leicester
q Sainsbury, Long Buckby, Northampton
q Sainsbury, Lutterworth
q Sainsbury, Oxford Road, Banbury
q Sainsbury, Rockingham Road, Kettering
q Sainsbury, St Marys Place, Market Harborough
q Sainsbury, Tachbrook Park Drive, Shires Retail Park, Warwick
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q Tesco Metro, Leamington Spa
q Tesco, 15 New Street, Daventry
q Tesco, Dorchester Way, Coventry
q Tesco, Emscote Road, Warwick
q Tesco, Jubilee Crescent, Coventry
q Tesco, Leicester Road, Rugby
q Tesco, Leicester Street, Bedworth

- q Tesco, Lockheed Close, Banbury
- q Tesco, Lynchgate Road, Cannon Park Centre, Coventry
- q Tesco, Mere Way, Northampton
- q Tesco, Old Tiffield Road, Towcester
- q Tesco, The Square, Market Harborough
- q Tesco, Thorpe Road, Melton Mowbray
- q Village Store, West End, Nuneaton
- q Waitrose, 13 Bowen Square, Daventry
- q Waitrose, Kingsthorpe Centre, Harborough Road, Northampton
- q TV shopping (specify under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q Nowhere else (DO NOT READ OUT)
- q Other (specify)

If = 138, goto 'Q2'

Q1c. When you're not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

DO NOT READ OUT - SINGLE ANSWER ONLY

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INTERNET - LITTLEWOODS WEBSITE, OR TV SHOPPING - PRICEDROP TV

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- q Asda, Barwell Lane, Hinckley
- q Asda, Fosse Park Shopping Centre, Leicester
- q Asda, Leamington Spa
- q Asda, Newtown Road, Nuneaton
- q Asda, Rugby Town Centre, Rugby
- q Asda, Walsgrave Retail Park, Brade Drive, Coventry
- q Budgens, Oxford Street, Southam
- q Budgens, Southam, Leamington Spa
- q Co-op Extra Foodstore, George Street, Lutterworth
- q Co-op Extra Foodstore, Linden Drive, Lutterworth
- q Co-op Late Shop, 1-2 Edinburgh Square, Daventry
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- q Co-op, Bulkington, Bedworth
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- q Co-op, Gun Hill, Nuneaton
- q Co-op, High Street, Daventry
- q Co-op, High Street, Earls Barton, Northampton
- q Co-op, High Street, Fenny Compton, Leamington Spa
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- q Co-op, Long Buckby, Northampton
- q Co-op, New Bilton, Rugby
- q Co-op, Northfield Avenue, Kettering
- q Co-op, Old Morton, Rugby
- q Co-op, Overslade Road, Rugby
- q Co-op, Queen Victoria Road, Coventry
- q Co-op, Rugby Centre, Rugby
- q Co-op, The Circle, Nuneaton
- q Co-op, Tonwsend Lane, Rugby
- q Convenience, 2-6 High Street, Daventry
- q Cooltrader, Abbeygate Shopping Centre, Nuneaton
- q Costcutter, Long Buckby, Northampton
- q Farmfoods Freezer Centre, Horeston Grange Shopping Centre, Nuneaton

q Foodcentre, Attleborough Green, Nuneaton
q Foodcentre, New Century Way, Nuneaton
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q Iceland, Leamington Spa
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q Iceland, Queens Road, Nuneaton
q Iceland, Rugby Town Centre, Rugby
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q J Sainsbury, Vicarage Street, Nuneaton
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q Sainsbury, Fosse Park Shopping Centre, Leicester
q Sainsbury, Long Buckby, Northampton
q Sainsbury, Lutterworth
q Sainsbury, Oxford Road, Banbury
q Sainsbury, Rockingham Road, Kettering
q Sainsbury, St Marys Place, Market Harborough
q Sainsbury, Tachbrook Park Drive, Shires Retail Park, Warwick
q Sainsbury, Trinity Street, Coventry
q Sainsbury, Vicarage Street, Nuneaton
q Sainsbury, Warwick Road, Kenilworth
q Sainsbury, Westgate Industrial Estate, Northampton
q Sainsburys, Bilton Fields, Rugby
q Somerfield, 36-42 Sheaf Street, Daventry
q Somerfield, Camborne Drive, Nuneaton
q Somerfield, Castle Centre, Banbury
q Somerfield, Hawley Road, Hinckley
q Somerfield, Leamington Spa
q Somerfield, Mill Street, Bedworth

- q Somerfield, Parkgate Road, Coventry
- q Somerfield, Rugby Town Centre, Rugby
- q Somerfield, Station Yard, Hinckley
- q Somerfield, Westmede Centre, Coventry
- q Spar, 1 George Street, Lutterworth
- q Spar, Hillmorton Road, Rugby
- q Tesco , The Parade, Leamington Spa
- q Tesco Express, Croft Road, Nuneaton
- q Tesco Express, Raven Way, Nuneaton
- q Tesco Express, Wimbourne Place, Daventry
- q Tesco Metro, Leamington Spa
- q Tesco, 15 New Street, Daventry
- q Tesco, Dorchester Way, Coventry
- q Tesco, Emscote Road, Warwick
- q Tesco, Jubilee Crescent, Coventry
- q Tesco, Leicester Road, Rugby
- q Tesco, Leicester Street, Bedworth
- q Tesco, Lockheed Close, Banbury
- q Tesco, Lynchgate Road, Cannon Park Centre, Coventry
- q Tesco, Mere Way, Northampton
- q Tesco, Old Tiffield Road, Towcester
- q Tesco, The Square, Market Harborough
- q Tesco, Thorpe Road, Melton Mowbray
- q Village Store, West End, Nuneaton
- q Waitrose, 13 Bowen Square, Daventry
- q Waitrose, Kingsthorpe Centre, Harborough Road, Northampton
- q TV shopping (specify under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q Nowhere else (DO NOT READ OUT)
- q Other (specify)

Q2. When you're not undertaking your Christmas shopping, when you do your main food and grocery shopping, would you normally buy clothes, cosmetics, books, CDs, DVDs, DIY equipment, or electrical goods at the same time at:

READ OUT LIST - MARK ALL THAT APPLY

(5 maximum responses)

- q The same store
- q The same retail park
- q The same centre
- q At a nearby centre
- q Doesn't link trip - Goods delivered (DO NOT READ OUT)
- q Other (specify)

Q3. How do you normally travel to do your main food and grocery shopping when you're not undertaking your Christmas shopping?

DO NOT READ OUT - SINGLE ANSWER ONLY

- q Car/van (as driver)
- q Car/van (as passenger)
- q Bus/coach
- q Train
- q Taxi
- q Walk
- q Bicycle
- q Moped/motorcycle
- q Goods delivered
- q Other (specify)

Now I'd like to ask you some questions about non-food shopping when you're not undertaking your Christmas shopping:

Q4a. In the past six months, when you're not undertaking your Christmas shopping, where have you spent the most money on clothes, footwear and other fashion goods? MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWER NOTE: IF INTERNET, CATALOGUE OR TV SHOPPING WRITE IN UNDER 'OTHER' AS FOLLOWS:
INTERNET - LITTLEWOODS WEBSITE, OR TV SHOPPING - PRICEDROP TV

IF ANYTHING ELSE NOT ON LIST TYPE IN STORE NAME, STREET NAME/ RETAIL PARK & TOWN

- q Baginton
- q Banbury
- q Bedworth
- q Birmingham
- q Brandon
- q Brierley Hill/Merry Hill
- q Brinklow
- q Cold Ashby
- q Coventry
- q Crick
- q Daventry
- q Dunchurch
- q Elliots Field Retail Park, Rugby
- q Fenny Compton
- q Fosse Park, Leicester
- q Hinckley
- q Husbands Bosworth
- q Junction 1 Retail & Leisure Park, Rugby
- q Kenilworth
- q Kettering
- q Leamington Spa
- q Leicester
- q Long Buckby
- q Long Itchington
- q Long Lawford
- q Lutterworth
- q Market Harborough
- q Mowsley
- q Naseby
- q Nene Valley Retail Park, Northampton
- q North Kilworth
- q Northampton
- q Nuneaton
- q Orchard Retail Park, Coventry
- q Pailton
- q Preston Capes
- q Princethorpe
- q Riverside Retail Park, Northampton
- q Rugby
- q Sixfields Retail Park, Northampton
- q Solihull
- q South Kilworth
- q Southam
- q St James Retail Park, Northampton
- q Staverton
- q Stratford upon Avon
- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q TV shopping (specifiy under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q Don't buy (DO NOT READ OUT)

q Other (specify)
If = 58, goto 'Q5a'

Q4b. Apart from Q4a, where else have you visited to buy clothes, footwear and other fashion goods when you're not undertaking your Christmas shopping? SECOND MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q Stratford upon Avon
- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford
- q Welton
- q West Haddon
- q Wolvey

- q TV shopping (specifiy under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q No other (DO NOT READ OUT)
- q Other (specify)

If = 58, do not ask 'Q4c'

Q4c. And, where else have you visited to buy clothes, footwear and other fashion goods when you're not undertaking your Christmas shopping? THIRD MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)

- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q TV shopping (specify under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q No other (DO NOT READ OUT)
- q Other (specify)

Q5a. In the past six months, when you're not undertaking your Christmas shopping, where have you spent the most money on furniture, floor coverings and other household textiles? MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q TV shopping (specifiy under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q Don't buy (DO NOT READ OUT)
- q Other (specify)

If = 58, goto 'Q6a'

Q5b. Apart from Q5a, where else have you visited to buy furniture, floor coverings and other household textiles when you're not undertaking your Christmas shopping? SECOND MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q West Haddon
- q Wolvey
- q TV shopping (specifiy under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q No other (DO NOT READ OUT)
- q Other (specify)

If = 58, do not ask 'Q5c'

Q5c. And where else have you visited to buy furniture, floor coverings and other household textiles when you're not undertaking your Christmas shopping? THIRD MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q West Haddon
- q Wolvey
- q TV shopping (specify under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q No other (DO NOT READ OUT)
- q Other (specify)

Q6a. In the past six months, when you're not undertaking your Christmas shopping, where have you spent the most money on DIY and decorating supplies? MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q Preston Capes

- q Princethorpe
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- q Wolvey
- q TV shopping (specify under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q Don't buy (DO NOT READ OUT)
- q Other (specify)

If = 58, goto 'Q7a'

Q6b. Apart from Q6a, where else have you visited to buy DIY and decorating supplies when you're not undertaking your Christmas shopping? SECOND MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q West Haddon
- q Wolvey
- q TV shopping (specifiy under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q No other (DO NOT READ OUT)
- q Other (specify)

If = 58, do not ask 'Q6c'

Q6c. And where else have you visited to buy DIY and decorating supplies when you're not undertaking your Christmas shopping? THIRD MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q West Haddon
- q Wolvey
- q TV shopping (specifiy under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q No other (DO NOT READ OUT)
- q Other (specify)

Q7a. In the past six months, when you're not undertaking your Christmas shopping, where have you spent the most money on electrical and domestic appliances (such as washing machines, fridges, cookers, IT equipment, TV's, DVD/CD players and photographic equipment)? MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q TV shopping (specifiy under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q Don't buy (DO NOT READ OUT)
- q Other (specify)

If = 58, goto 'Q8a'

Q7b. Apart from Q7a, where else have you visited to buy electrical and domestic appliances (such as washing machines, fridges, cookers, IT equipment, TV's, DVD/CD players and photographic equipment) when you're not undertaking your Christmas shopping? SECOND MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q West Haddon
- q Wolvey
- q TV shopping (specifiy under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q No other (DO NOT READ OUT)
- q Other (specify)

If = 58, do not ask 'Q7c'

Q7c. And where else have you visited to buy electrical and domestic appliances (such as washing machines, fridges, cookers, IT equipment, TV's, DVD/CD players and photographic equipment) when you're not undertaking your Christmas shopping? THIRD MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

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- q Northampton
- q Nuneaton
- q Orchard Retail Park, Coventry
- q Pailton
- q Preston Capes
- q Princethorpe
- q Riverside Retail Park, Northampton
- q Rugby
- q Sixfields Retail Park, Northampton
- q Solihull
- q South Kilworth
- q Southam
- q St James Retail Park, Northampton
- q Staverton
- q Stratford upon Avon
- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q TV shopping (specify under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q No other (DO NOT READ OUT)
- q Other (specify)

Q8a. In the past six months, when you're not undertaking your Christmas shopping, where have you spent the most money on personal and luxury goods (such as books, jewellery, china, glass, cosmetics, musical instruments and sports equipment)? MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWER NOTE: IF INTERNET, CATALOGUE OR TV SHOPPING WRITE IN UNDER 'OTHER' AS FOLLOWS:
INTERNET - LITTLEWOODS WEBSITE, OR TV SHOPPING - PRICEDROP TV

IF ANYTHING ELSE NOT ON LIST TYPE IN STORE NAME, STREET NAME/ RETAIL PARK & TOWN

- q Baginton
- q Banbury
- q Bedworth
- q Birmingham
- q Brandon
- q Brierley Hill/Merry Hill
- q Brinklow
- q Cold Ashby
- q Coventry
- q Crick

- q Daventry
- q Dunchurch
- q Elliots Field Retail Park, Rugby
- q Fenny Compton
- q Fosse Park, Leicester
- q Hinckley
- q Husbands Bosworth
- q Junction 1 Retail & Leisure Park, Rugby
- q Kenilworth
- q Ketering
- q Leamington Spa
- q Leicester
- q Long Buckby
- q Long Itchington
- q Long Lawford
- q Lutterworth
- q Market Harborough
- q Mowsley
- q Naseby
- q Nene Valley Retail Park, Northampton
- q North Kilworth
- q Northampton
- q Nuneaton
- q Orchard Retail Park, Coventry
- q Pailton
- q Preston Capes
- q Princethorpe
- q Riverside Retail Park, Northampton
- q Rugby
- q Sixfields Retail Park, Northampton
- q Solihull
- q South Kilworth
- q Southam
- q St James Retail Park, Northampton
- q Staverton
- q Stratford upon Avon
- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q TV shopping (specifiy under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q Don't buy (DO NOT READ OUT)
- q Other (specify)

If = 58, goto 'Q9'

Q8b. Apart from Q8a, where else have you visited to buy personal and luxury goods (such as books, jewellery, china, glass, cosmetics, musical instruments and sports equipment) when you're not undertaking your Christmas shopping?
SECOND MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWER NOTE: IF INTERNET, CATALOGUE OR TV SHOPPING WRITE IN UNDER 'OTHER' AS FOLLOWS:
INTERNET - LITTLEWOODS WEBSITE, OR TV SHOPPING - PRICEDROP TV

IF ANYTHING ELSE NOT ON LIST TYPE IN STORE NAME, STREET NAME/ RETAIL PARK & TOWN

- q Baginton
- q Banbury
- q Bedworth
- q Birmingham
- q Brandon

- q Brierley Hill/Merry Hill
- q Brinklow
- q Cold Ashby
- q Coventry
- q Crick
- q Daventry
- q Dunchurch
- q Elliots Field Retail Park, Rugby
- q Fenny Compton
- q Fosse Park, Leicester
- q Hinckley
- q Husbands Bosworth
- q Junction 1 Retail & Leisure Park, Rugby
- q Kenilworth
- q Kettering
- q Leamington Spa
- q Leicester
- q Long Buckby
- q Long Itchington
- q Long Lawford
- q Lutterworth
- q Market Harborough
- q Mowsley
- q Naseby
- q Nene Valley Retail Park, Northampton
- q North Kilworth
- q Northampton
- q Nuneaton
- q Orchard Retail Park, Coventry
- q Pailton
- q Preston Capes
- q Princethorpe
- q Riverside Retail Park, Northampton
- q Rugby
- q Sixfields Retail Park, Northampton
- q Solihull
- q South Kilworth
- q Southam
- q St James Retail Park, Northampton
- q Staverton
- q Stratford upon Avon
- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q TV shopping (specify under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q No other (DO NOT READ OUT)
- q Other (specify)

If = 58, do not ask 'Q8c'

Q8c. And where else have you visited to buy personal and luxury goods (such as books, jewellery, china, glass, cosmetics, musical instruments and sports equipment) when you're not undertaking your Christmas shopping? THIRD MOST MONEY SPENT

DO NOT READ OUT - SINGLE ANSWER ONLY

**INTERVIEWER NOTE: IF INTERNET, CATALOGUE OR TV SHOPPING WRITE IN UNDER 'OTHER' AS FOLLOWS:
INTERNET - LITTLEWOODS WEBSITE, OR TV SHOPPING - PRICEDROP TV**

IF ANYTHING ELSE NOT ON LIST TYPE IN STORE NAME, STREET NAME/ RETAIL PARK & TOWN

- q Baginton
- q Banbury
- q Bedworth
- q Birmingham
- q Brandon
- q Brierley Hill/Merry Hill
- q Brinklow
- q Cold Ashby
- q Coventry
- q Crick
- q Daventry
- q Dunchurch
- q Elliots Field Retail Park, Rugby
- q Fenny Compton
- q Fosse Park, Leicester
- q Hinckley
- q Husbands Bosworth
- q Junction 1 Retail & Leisure Park, Rugby
- q Kenilworth
- q Kettering
- q Leamington Spa
- q Leicester
- q Long Buckby
- q Long Itchington
- q Long Lawford
- q Lutterworth
- q Market Harborough
- q Mowsley
- q Naseby
- q Nene Valley Retail Park, Northampton
- q North Kilworth
- q Northampton
- q Nuneaton
- q Orchard Retail Park, Coventry
- q Pailton
- q Preston Capes
- q Princethorpe
- q Riverside Retail Park, Northampton
- q Rugby
- q Sixfields Retail Park, Northampton
- q Solihull
- q South Kilworth
- q Southam
- q St James Retail Park, Northampton
- q Staverton
- q Stratford upon Avon
- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q TV shopping (specifiy under other)
- q Catalogue (specify under other)
- q Internet (specify under other)
- q No other (DO NOT READ OUT)
- q Other (specify)

Q9. How do you normally travel to do your non-food shopping when you're not undertaking your Christmas shopping?

DO NOT READ OUT - SINGLE ANSWER ONLY

- q Car/van (as driver)
- q Car/van (as passenger)
- q Bus/coach

- q Train
- q Taxi
- q Walk
- q Bicycle
- q Moped/motorcycle
- q Goods delivered
- q Other (specify)

Finally a few questions about leisure/ cultural activities and services:

Q10a. Where do you go most often to go to restaurants, cafes or bars?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF NOT ON LIST TYPE IN NAME OF CINEMA, STREET NAME/ RETAIL PARK & TOWN

- q Baginton
- q Banbury
- q Bedworth
- q Birmingham
- q Brandon
- q Brierley Hill/Merry Hill
- q Brinklow
- q Cold Ashby
- q Coventry
- q Crick
- q Daventry
- q Dunchurch
- q Elliots Field Retail Park, Rugby
- q Fenny Compton
- q Fosse Park, Leicester
- q Hinckley
- q Husbands Bosworth
- q Junction 1 Retail & Leisure Park, Rugby
- q Kenilworth
- q Kettering
- q Leamington Spa
- q Leicester
- q Long Buckby
- q Long Itchington
- q Long Lawford
- q Lutterworth
- q Market Harborough
- q Mowsley
- q Naseby
- q Nene Valley Retail Park, Northampton
- q North Kilworth
- q Northampton
- q Nuneaton
- q Orchard Retail Park, Coventry
- q Pailton
- q Preston Capes
- q Princethorpe
- q Riverside Retail Park, Northampton
- q Rugby
- q Sixfields Retail Park, Northampton
- q Solihull
- q South Kilworth
- q Southam
- q St James Retail Park, Northampton
- q Staverton
- q Stratford upon Avon
- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford

- q Welton
- q West Haddon
- q Wolvey
- q Don't go(DO NOT READ OUT)
- q Other (specify)

Q10b. Where do you go most often to visit the cinema?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF NOT ON LIST TYPE IN NAME OF CINEMA, STREET NAME/ RETAIL PARK & TOWN

- q Apollo, Leamington
- q Cineworld, Northampton
- q Cineworld, Rugby
- q Forum, Northampton
- q Odeon, Kettering
- q Odeon, Nuneaton
- q Regal, Daventry
- q Royal, Leamington
- q Showcase, Coventry
- q Skydome, Coventry
- q Stratford Picture House, Stratford Upon Avon
- q Vue, Northampton
- q Warwick Arts Centre
- q Don't visit the cinema (DO NOT READ OUT)
- q Other (specify)

Q11. If you visit the gym, sports centre or health club, where do you usually go?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF NOT ON LIST TYPE IN NAME OF GYM/ SPORTS CENTRE, STREET NAME/ RETAIL PARK & TOWN

- q Axis Fitness Centre, Rugby
- q Azure, Daventry
- q Buckby Fitness, Northampton
- q Buckby Health & Leisure, Long Buckby
- q Fitness Arena, Rugby
- q Fitness First, Coventry (Bishops St)
- q Fitness First, Coventry (Cannon Park)
- q Fitness First, Northampton
- q Fizeek Gym, Rugby
- q Free Spirit, Daventry
- q Ken Marriott Leisure Centre, Rugby
- q Kickstart Fitness, Rugby
- q LA Fitness, Rugby
- q Ladies First Health & Fitness, Rugby
- q Lutterworth Sports Centre, Lutterworth
- q Newbold Leisure Centre, Rugby
- q Recorde Fitness Centre, Rugby
- q Rugby School Sports Centre, Rugby
- q Southam Leisure Centre, Southam
- q Spirit Health Club, Coventry
- q Spirit Health Club, Rugby
- q Total Football Leagues, Rugby
- q Unwind, Rugby
- q Virgin Active, Rugby (Junction 1 retail park)
- q Don't visit the gym/ sports centre (DO NOT READ OUT)
- q Other (specify)

Q12a. Where do you go most often for the following cultural activities and services:
Museum/ Art Gallery/ Theatre/Concerts?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF NOT ON LIST TYPE IN CITY/ TOWN/ DISTRICT/ LOCAL CENTRE

- q Baginton
- q Banbury
- q Bedworth
- q Birmingham
- q Brandon
- q Brierley Hill/Merry Hill
- q Brinklow
- q Cold Ashby
- q Coventry
- q Crick
- q Daventry
- q Dunchurch
- q Elliots Field Retail Park, Rugby
- q Fenny Compton
- q Fosse Park, Leicester
- q Hinckley
- q Husbands Bosworth
- q Junction 1 Retail & Leisure Park, Rugby
- q Kenilworth
- q Kettering
- q Leamington Spa
- q Leicester
- q Long Buckby
- q Long Itchington
- q Long Lawford
- q Lutterworth
- q Market Harborough
- q Mowsley
- q Naseby
- q Nene Valley Retail Park, Northampton
- q North Kilworth
- q Northampton
- q Nuneaton
- q Orchard Retail Park, Coventry
- q Pailton
- q Preston Capes
- q Princethorpe
- q Riverside Retail Park, Northampton
- q Rugby
- q Sixfields Retail Park, Northampton
- q Solihull
- q South Kilworth
- q Southam
- q St James Retail Park, Northampton
- q Staverton
- q Stratford upon Avon
- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q Don't do (DO NOT READ OUT)
- q Other (specify)

Q12b. To play bingo?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF NOT ON LIST TYPE IN CITY/ TOWN/ DISTRICT/ LOCAL CENTRE

- q Albany Club, Coventry

- q Beacon Bingo Club, Northampton
- q Club Rialto, Coventry
- q Flutters, Hinckley
- q Gala Bingo, Rugby
- q Gala Bingo, Coventry (Pool Meadow)
- q Gala Bingo, Coventry (Savoy)
- q Gala Bingo, Coventry (Walsgrave)
- q Gala Bingo, Nuneaton
- q Grand Bingo, Nuneaton
- q Palace Bingo, Bedworth
- q Shipley Amusements, Nuneaton
- q Top Ten, Wigston
- q Internet
- q Don't do (DO NOT READ OUT)
- q Other (specify)

Q12c. Bowling?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF NOT ON LIST TYPE IN CITY/ TOWN/ DISTRICT/ LOCAL CENTRE

- q Lakeside Superbowl, Nuneaton
- q Megabowl, Coventry
- q Rugby Thornfield Indoor Bowls, Rugby
- q Tenpin, Coventry
- q Tenpin, Leamington
- q Tenpin, Northampton
- q Tenpin, Warwick
- q The Big Apple Bowling, Rugby (Junction 1 Leisure Park)
- q Don't do (DO NOT READ OUT)
- q Other (specify)

Q12d. To visit pubs?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF NOT ON LIST TYPE IN CITY/ TOWN/ DISTRICT/ LOCAL CENTRE

- q Baginton
- q Banbury
- q Bedworth
- q Birmingham
- q Brandon
- q Brierley Hill/Merry Hill
- q Brinklow
- q Cold Ashby
- q Coventry
- q Crick
- q Daventry
- q Dunchurch
- q Elliots Field Retail Park, Rugby
- q Fenny Compton
- q Fosse Park, Leicester
- q Hinckley
- q Husbands Bosworth
- q Junction 1 Retail & Leisure Park, Rugby
- q Kenilworth
- q Kettering
- q Leamington Spa
- q Leicester
- q Long Buckby
- q Long Itchington
- q Long Lawford
- q Lutterworth
- q Market Harborough

- q Mowsley
- q Naseby
- q Nene Valley Retail Park, Northampton
- q North Kilworth
- q Northampton
- q Nuneaton
- q Orchard Retail Park, Coventry
- q Pailton
- q Preston Capes
- q Princethorpe
- q Riverside Retail Park, Northampton
- q Rugby
- q Sixfields Retail Park, Northampton
- q Solihull
- q South Kilworth
- q Southam
- q St James Retail Park, Northampton
- q Staverton
- q Stratford upon Avon
- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q Don't do (DO NOT READ OUT)
- q Other (specify)

Q12e. To nightclubs?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF NOT ON LIST TYPE IN CITY/ TOWN/ DISTRICT/ LOCAL CENTRE

- q Baginton
- q Banbury
- q Bedworth
- q Birmingham
- q Brandon
- q Brierley Hill/Merry Hill
- q Brinklow
- q Cold Ashby
- q Coventry
- q Crick
- q Daventry
- q Dunchurch
- q Elliots Field Retail Park, Rugby
- q Fenny Compton
- q Fosse Park, Leicester
- q Hinckley
- q Husbands Bosworth
- q Junction 1 Retail & Leisure Park, Rugby
- q Kenilworth
- q Ketering
- q Leamington Spa
- q Leicester
- q Long Buckby
- q Long Itchington
- q Long Lawford
- q Lutterworth
- q Market Harborough
- q Mowsley
- q Naseby
- q Nene Valley Retail Park, Northampton
- q North Kilworth

- q Northampton
- q Nuneaton
- q Orchard Retail Park, Coventry
- q Pailton
- q Preston Capes
- q Princethorpe
- q Riverside Retail Park, Northampton
- q Rugby
- q Sixfields Retail Park, Northampton
- q Solihull
- q South Kilworth
- q Southam
- q St James Retail Park, Northampton
- q Staverton
- q Stratford upon Avon
- q Swinford
- q Towcester
- q Warwick
- q Watford (Northamptonshire)
- q Welford
- q Welton
- q West Haddon
- q Wolvey
- q Don't do (DO NOT READ OUT)
- q Other (specify)

Q12d. What would make you and your household visit leisure facilities more often?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF NOT ON LIST TYPE IN CITY/ TOWN/ DISTRICT/ LOCAL CENTRE

- q Better / more children's activities
- q Better bus services late in the evening
- q Better car park security in the evening
- q Better disabled access
- q Better public transport links
- q Better range of leisure activities
- q Better security in the evening
- q Better variety of shops
- q Car parking nearby
- q Cheaper parking
- q Easier access
- q Free car parking in the evening
- q If it were cheaper
- q Less crowding / congestion
- q Less traffic
- q More advertising of whats there
- q More attractive environment
- q More compact
- q More money
- q More or better leisure facilities
- q More Police presence in the evening
- q More spare time
- q New / improved bowling alley
- q New / improved cinema
- q New / improved gym
- q New / improved ice rink
- q New / improved range of art galleries
- q New / improved range of eateries and restaurants
- q New / improved swimming pool
- q New / improved theatre and concert venue
- q New leisure facilities which are not yet available
- q Other improvements
- q Don't use leisure facilities
- q Don't know
- q Nothing in particular

q Other (specify)

Demographics. Please READ OUT Statement:

I would now like to ask you a few questions about yourself and your household. These are for survey control purposes only, so we are speaking to a wide range of people in the area, the results will not be released identifying you by name.

Q14a. Which of the following employment situations best describes the chief wage earner in your household?

READ OUT LIST - SINGLE ANSWER ONLY

- q Working full time
- q Working part time
- q Unemployed (less than 6 months)
- q Unemployed (more than 6 months)
- q Retired
- q A housewife
- q A student
- q Housebound
- q Refused
- q Other (specify)

If = 4, 6, 7, 9, goto 'Q15'

If = 3, 4, 5, 8, do not ask 'Q14d'

Q14b. What is the occupation of the chief wage earner in your household?

IF UNEMPLOYED FOR LESS THAN 6 MONTHS, ASK FOR PREVIOUS OCCUPATION

IF RETIRED, ASK FOR PREVIOUS OCCUPATION

Q14c. SEG

- q A/B
- q C1
- q C2
- q D/E
- q Refused

Q14d. What is the postcode of the chief wage earners workplace location?

INTERVIEWERS: PLEASE TYPE IN POSTAL SECTOR E.G. HR1 2

IF RESPONDENT REFUSES OR DOESN'T REMEMBER TYPE IN REFUSED OR DON'T KNOW/ CAN'T REMEMBER

Q15. In which of the following age bands do you fall into?

READ OUT LIST

- q 18-24 years
- q 25-34 years

- q 35-44 years
- q 45-54 years
- q 55-64 years
- q 65+ years
- q Refused

Q16a. How many people are there in your house who are aged:

0 – 4 years?

INTERVIEWERS: ENTER 99 FOR REFUSED OR 88 FOR DON'T KNOW/ CAN'T REMEMBER
(must be between 0 and 99)

Q16b. How many people are there in your house who are aged:

5 – 15 years?

INTERVIEWERS: ENTER 99 FOR REFUSED OR 88 FOR DON'T KNOW/ CAN'T REMEMBER
(must be between 0 and 99)

Q16c. How many people are there in your house who are aged:

16 – 24 years?

INTERVIEWERS: ENTER 99 FOR REFUSED OR 88 FOR DON'T KNOW/ CAN'T REMEMBER
(must be between 0 and 99)

Q16d. How many people are there in your house who are aged:

25 – 44 years?

INTERVIEWERS: ENTER 99 FOR REFUSED OR 88 FOR DON'T KNOW/ CAN'T REMEMBER
(must be between 0 and 99)

Q16e. How many people are there in your house who are aged:

45+ years?

INTERVIEWERS: ENTER 99 FOR REFUSED OR 88 FOR DON'T KNOW/ CAN'T REMEMBER
(must be between 0 and 99)

Q16f. How many people are there in your house who are aged:

Pensionable age?

INTERVIEWERS: ENTER 99 FOR REFUSED OR 88 FOR DON'T KNOW/ CAN'T REMEMBER

(must be between 0 and 99)

Q17a. How many cars does your household own or have the use of?

SINGLE ANSWER ONLY

- q None
- q 1
- q 2
- q 3 or more
- q Refused

Q17b. Is there a car usually available for shopping and leisure purposes?

READ OUT LIST - SINGLE ANSWER ONLY

- q Always available
- q Usually available
- q Rarely available
- q Never available
- q Refused

Q18. Would you be willing to be recontacted 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.

- q Yes
- q No

Q19. Gender of respondent

RECORD BY OBSERVATION

- q Male
- q Female

INTERVIEWERS PLEASE READ OUT TO ALL RESPONDENTS:

Thank you for participating in this survey. If you wish to check the credentials of Research and Marketing Limited, 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.

- q Checking (Return to start of survey)
- q Continue to end of survey

If = 1, goto 'Intro'

Enter your initials to complete the survey

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping?

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%
Sainsburys, Bilton Fields, Rugby	165	16.5%	4	3.7%	0	.0%	26	18.8%	89	50.9%	12	22.6%	10	29.4%	4	10.5%	2	3.0%
Tesco, Leicester Road, Rugby	139	13.9%	0	.0%	0	.0%	65	47.1%	15	8.6%	4	7.5%	8	23.5%	21	55.3%	0	.0%
Tesco, 15 New Street, Daventry	75	7.5%	0	.0%	1	2.7%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Morrisons, Brandon Road, Binley, Coventry	56	5.6%	41	37.6%	0	.0%	3	2.2%	4	2.3%	2	3.8%	3	8.8%	1	2.6%	1	1.5%
Morrisons, Bitteswell Road, Lutterworth	55	5.5%	0	.0%	0	.0%	2	1.4%	1	.6%	0	.0%	2	5.9%	0	.0%	0	.0%
Waitrose, 13 Bowen Square, Daventry	50	5.0%	0	.0%	0	.0%	2	1.4%	1	.6%	3	5.7%	0	.0%	1	2.6%	1	1.5%
Asda, Leamington Spa	34	3.4%	1	.9%	0	.0%	0	.0%	1	.6%	10	18.9%	0	.0%	0	.0%	19	28.4%
Tesco, Lockheed Close, Banbury	28	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	11	16.4%
Tesco, Dorchester Way, Coventry	20	2.0%	13	11.9%	3	8.1%	0	.0%	1	.6%	0	.0%	1	2.9%	0	.0%	0	.0%
Aldi, Paddox Close, Rugby	17	1.7%	0	.0%	0	.0%	5	3.6%	8	4.6%	2	3.8%	0	.0%	1	2.6%	0	.0%
Asda, Walsgrave Retail Park, Brade Drive, Coventry	15	1.5%	6	5.5%	2	5.4%	2	1.4%	0	.0%	0	.0%	1	2.9%	1	2.6%	0	.0%
Tesco, Lynchgate Road, Cannon Park Centre, Coventry	12	1.2%	8	7.3%	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Swan Close Road, Banbury	11	1.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
Tesco, Jubilee Crescent, Coventry	11	1.1%	4	3.7%	5	13.5%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Co-op, New Bilton, Rugby	9	.9%	1	.9%	0	.0%	1	.7%	6	3.4%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Northway, Rugby	9	.9%	1	.9%	0	.0%	2	1.4%	4	2.3%	1	1.9%	0	.0%	0	.0%	1	1.5%
Iceland, Rugby Town Centre, Rugby	9	.9%	0	.0%	0	.0%	5	3.6%	3	1.7%	0	.0%	1	2.9%	0	.0%	0	.0%
Sainsbury, Fosse Park Shopping Centre, Leicester	9	.9%	0	.0%	0	.0%	0	.0%	1	.6%	1	1.9%	0	.0%	0	.0%	0	.0%
Marks & Spencer, High Street, Rugby	8	.8%	0	.0%	0	.0%	4	2.9%	4	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Corporation Street, Rugby	8	.8%	0	.0%	0	.0%	5	3.6%	1	.6%	0	.0%	2	5.9%	0	.0%	0	.0%
Tesco, Leicester Street, Bedworth	8	.8%	0	.0%	8	21.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op Extra Foodstore, George Street, Lutterworth	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Morrisons, Victoria Promenade, Northampton	7	.7%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, St Marys Place, Market Harborough	7	.7%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Morrisons, Coventry City Centre, Coventry	6	.6%	2	1.8%	0	.0%	0	.0%	1	.6%	0	.0%	1	2.9%	0	.0%	0	.0%
Sainsbury, Austin Drive, Coventry	6	.6%	1	.9%	3	8.1%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	1	1.5%
Tesco, Emscote Road, Warwick	6	.6%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	4	6.0%
Tesco, The Square, Market Harborough	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Roseberry Avenue, Coventry	5	.5%	2	1.8%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Asda, Rugby Town Centre, Rugby	5	.5%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.3%	2	3.0%
J Sainsbury, Leamington Spa	5	.5%	0	.0%	0	.0%	0	.0%	1	.6%	2	3.8%	1	2.9%	0	.0%	1	1.5%
Sainsbury, Duston, Northampton	5	.5%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Westgate Industrial Estate, Northampton	5	.5%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.5%
Waitrose, Kingsthorpe Centre, Harborough Road, Northampton	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Asda, Barwell Lane, Hinckley	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Fosse Park Shopping Centre, Leicester	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Hillmorton Road, Rugby	4	.4%	0	.0%	0	.0%	1	.7%	1	.6%	2	3.8%	0	.0%	0	.0%	0	.0%
Tesco Express, Wimbourne Place, Daventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Metro, Leamington Spa	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	6.0%
Tesco, Mere Way, Northampton	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Oxford Street, Southam	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	1	1.5%
Local Stores, Rugby Town Centre, Rugby	3	.3%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Tachbrook Park Drive, Shires Retail Park, Warwick	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.5%
Sainsbury, Vicarage Street, Nuneaton	3	.3%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Aldi, Harlestone Road, Northampton	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Fenny Compton, Leamington Spa	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
Local Stores, Brownsover Town Centre, Rugby	2	.2%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Northampton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks and Spencer, The Precinct, Coventry	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Daventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Fletchampstead Highway, Coventry	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Sainsbury, Oxford Road, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Aldi, Kingswood Road, Nuneaton	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Watling Street, Hinckley	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op Extra Foodstore, Linden Drive, Lutterworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Coventry Road, Market Harborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Long Buckby, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Northfield Avenue, Kettering	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, The Circle, Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Tonwsend Lane, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Costcutter, Long Buckby, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
J Sainsbury, Vicarage Street, Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Lidl, Hawley Road, Hinckley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Shops, Coventry City Centre, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Crick, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Leamington Spa, Southam	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Local Stores, Leicester Town Centre, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Market Harborough, Market Harborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Morrisons, Hinckley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Morrisons, Rutland Street, Melton Mowbray	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Netto, Regent Street, Nuneaton	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0
Sainsbury, Long Buckby, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Lutterworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Sainsbury, Rockingham Road, Kettering	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Trinity Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Sainsbury, Warwick Road, Kenilworth	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Rugby Town Centre, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco , The Parade, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Tesco, Thorpe Road, Melton Mowbray	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
		Sainsbury, Dunchurch Road, Rugby	31	3.1%	0	.0%	0	.0%	5	3.6%	20	11.4%	3	5.7%	2	5.9%	0	.0%	0
Tesco, Clifford Bridge Road, Coventry	9	.9%	8	7.3%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Lidl, Bilton Road, Rugby	8	.8%	0	.0%	0	.0%	0	.0%	6	3.4%	0	.0%	1	2.9%	1	2.6%	0	.0%	
Tesco, Arena Retail Park, Phoenix Way, Longford Road, Covent	8	.8%	2	1.8%	6	16.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - Tesco	6	.6%	0	.0%	0	.0%	1	.7%	1	.6%	1	1.9%	0	.0%	0	.0%	1	1.5%	
Tesco, Olivier Way, Cross Point, Business Park, Coventry	5	.5%	1	.9%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	
Aldi, Sheaf Street, Daventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Asda, Hinckley Road, Coventry	3	.3%	2	1.8%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - Waitrose	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Asda, London Road, Coventry	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Asda, Abbey Park, London Road, Whitley	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Asda, Leicester Road, Oadby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op , High Street, Kibworth Beauchamp, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op Late shop, High Street, Crick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op, Hill Street, Hinckley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op, Main Street, Newbold, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Iceland, Mill Street, Bedworth	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - Ocado	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	
Local stores, Dusmore	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	
Local stores, Lutterworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Londis, High Street, Braunston, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Sainsbury, Livington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	
Sainsbury, Chester Road, Castle Vale, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Sainsbury, Weedon Road, Gambriel Road, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Blaby Road, Wigston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Melrose Avenue, Bletchley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Tesco, Northern Way, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	15	100.0%	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Sainsburys, Bilton Fields, Rugby	0	.0%	1	.9%	2	11.1%	6	14.0%	0	.0%	9	7.8%
Tesco, Leicester Road, Rugby	0	.0%	13	12.1%	8	44.4%	3	7.0%	0	.0%	2	1.7%
Tesco, 15 New Street, Daventry	0	.0%	0	.0%	0	.0%	7	16.3%	10	19.2%	56	48.7%
Morrisons, Brandon Road, Binley, Coventry	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Bitteswell Road, Lutterworth	0	.0%	49	45.8%	1	5.6%	0	.0%	0	.0%	0	.0%
Waitrose, 13 Bowen Square, Daventry	0	.0%	1	.9%	0	.0%	7	16.3%	12	23.1%	22	19.1%
Asda, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.6%
Tesco, Lockheed Close, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	15	28.8%	0	.0%
Tesco, Dorchester Way, Coventry	1	6.7%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Paddox Close, Rugby	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Asda, Walsgrave Retail Park, Brade Drive, Coventry	2	13.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Tesco, Lynchgate Road, Cannon Park Centre, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Morrisons, Swan Close Road, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	8	15.4%	0	.0%
Tesco, Jubilee Crescent, Coventry	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, New Bilton, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Iceland, Northway, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Rugby Town Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Fosse Park Shopping Centre, Leicester	1	6.7%	6	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, High Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Corporation Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Leicester Street, Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op Extra Foodstore, George Street, Lutterworth	0	.0%	6	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Victoria Promenade, Northampton	0	.0%	0	.0%	0	.0%	2	4.7%	0	.0%	4	3.5%
Sainsbury, St Marys Place, Market Harborough	0	.0%	3	2.8%	3	16.7%	0	.0%	0	.0%	0	.0%

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Morrisons, Coventry City Centre, Coventry	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	1	.9%
Sainsbury, Austin Drive, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Emscote Road, Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, The Square, Market Harborough	0	.0%	4	3.7%	2	11.1%	0	.0%	0	.0%	0	.0%
Aldi, Roseberry Avenue, Coventry	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Rugby Town Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
J Sainsbury, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Duston, Northampton	0	.0%	0	.0%	0	.0%	3	7.0%	1	1.9%	0	.0%
Sainsbury, Westgate Industrial Estate, Northampton	0	.0%	1	.9%	1	5.6%	1	2.3%	0	.0%	0	.0%
Waitrose, Kingsthorpe Centre, Harborough Road, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	1	1.9%	2	1.7%
Asda, Barwell Lane, Hinckley	3	20.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Fosse Park Shopping Centre, Leicester	1	6.7%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Hillmorton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Wimbourne Place, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.5%
Tesco Metro, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Mere Way, Northampton	0	.0%	0	.0%	1	5.6%	2	4.7%	0	.0%	1	.9%
Budgens, Oxford Street, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Rugby Town Centre, Rugby	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Sainsbury, Tachbrook Park Drive, Shires Retail Park, Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Vicarage Street, Nuneaton	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Harlestone Road, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Co-op, High Street, Fenny Compton, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Brownsover Town Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Northampton	0	.0%	0	.0%	0	.0%	2	4.7%	0	.0%	0	.0%

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Marks and Spencer, The Precinct, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%
Sainsbury, Fletchampstead Highway, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Oxford Road, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Aldi, Kingswood Road, Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Watling Street, Hinckley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op Extra Foodstore, Linden Drive, Lutterworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Coventry Road, Market Harborough	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Long Buckby, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Co-op, Northfield Avenue, Kettering	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Co-op, The Circle, Nuneaton	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Tonwsend Lane, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Costcutter, Long Buckby, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
J Sainsbury, Vicarage Street, Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Hawley Road, Hinckley	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Shops, Coventry City Centre, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Crick, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Leamington Spa, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Leicester Town Centre, Leicester	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Market Harborough, Market Harborough	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Hinckley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Rutland Street, Melton Mowbray	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Netto, Regent Street, Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Long Buckby, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Sainsbury, Lutterworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Rockingham Road, Kettering	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Trinity Street, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Warwick Road, Kenilworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Rugby Town Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco , The Parade, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Thorpe Road, Melton Mowbray	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury, Dunchurch Road, Rugby	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Tesco, Clifford Bridge Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Bilton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Arena Retail Park, Phoenix Way, Longford Road, Covent	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tesco	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Olivier Way, Cross Point, Business Park, Coventry	1	6.7%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Sheaf Street, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	3	2.6%
	Asda, Hinckley Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Waitrose	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	1	.9%
	Asda, London Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Abbey Park, London Road, Whitley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Leicester Road, Oadby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Kibworth Beauchamp, Leicester	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op Late shop, High Street, Crick	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Co-op, Hill Street, Hinckley	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Main Street, Newbold, Rugby	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Iceland, Mill Street, Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ocado	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Dusmore	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Lutterworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, High Street, Braunston, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Sainsbury, Livington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury, Chester Road, Castle Vale, Birmingham	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Weedon Road, Gambriel Road, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	

(cont.)

Q1a. When you are not undertaking your Christmas shopping, where do you mainly go to do your main food and grocery shopping? FIRST CHOICE

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Blaby Road, Wigston	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Melrose Avenue, Bletchley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Northern Way, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%
Nowhere else	302	30.2%	32	29.4%	15	40.5%	46	33.3%	60	34.3%	15	28.3%	11	32.4%	10	26.3%	21	31.3%
Tesco, Leicester Road, Rugby	65	6.5%	2	1.8%	0	.0%	13	9.4%	22	12.6%	2	3.8%	2	5.9%	5	13.2%	0	.0%
Sainsburys, Bilton Fields, Rugby	58	5.8%	2	1.8%	0	.0%	14	10.1%	18	10.3%	4	7.5%	3	8.8%	6	15.8%	1	1.5%
Morrisons, Brandon Road, Binley, Coventry	35	3.5%	16	14.7%	3	8.1%	0	.0%	4	2.3%	1	1.9%	6	17.6%	1	2.6%	0	.0%
Waitrose, 13 Bowen Square, Daventry	34	3.4%	0	.0%	0	.0%	1	.7%	1	.6%	2	3.8%	0	.0%	0	.0%	0	.0%
Aldi, Paddock Close, Rugby	29	2.9%	0	.0%	0	.0%	12	8.7%	3	1.7%	2	3.8%	1	2.9%	2	5.3%	0	.0%
Marks & Spencer, High Street, Rugby	26	2.6%	0	.0%	0	.0%	8	5.8%	14	8.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Tesco, 15 New Street, Daventry	24	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%
Morrisons, Bitteswell Road, Lutterworth	23	2.3%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Leamington Spa	19	1.9%	2	1.8%	0	.0%	0	.0%	1	.6%	3	5.7%	1	2.9%	0	.0%	11	16.4%
Asda, Walsgrave Retail Park, Brade Drive, Coventry	19	1.9%	12	11.0%	2	5.4%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Dorchester Way, Coventry	14	1.4%	10	9.2%	1	2.7%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Iceland, Rugby Town Centre, Rugby	13	1.3%	0	.0%	0	.0%	7	5.1%	5	2.9%	0	.0%	0	.0%	1	2.6%	0	.0%
Tesco, Jubilee Crescent, Coventry	12	1.2%	5	4.6%	1	2.7%	0	.0%	0	.0%	2	3.8%	0	.0%	1	2.6%	0	.0%
Tesco, Lockheed Close, Banbury	11	1.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	4	6.0%
Netto, Corporation Street, Rugby	10	1.0%	0	.0%	0	.0%	3	2.2%	5	2.9%	0	.0%	1	2.9%	0	.0%	0	.0%
Co-op Extra Foodstore, George Street, Lutterworth	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Oxford Road, Banbury	9	.9%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
Iceland, Northway, Rugby	8	.8%	0	.0%	0	.0%	2	1.4%	3	1.7%	0	.0%	0	.0%	3	7.9%	0	.0%
Morrisons, Coventry City Centre, Coventry	8	.8%	2	1.8%	0	.0%	1	.7%	2	1.1%	0	.0%	0	.0%	0	.0%	1	1.5%
Local Stores, Rugby Town Centre, Rugby	7	.7%	0	.0%	0	.0%	2	1.4%	4	2.3%	0	.0%	1	2.9%	0	.0%	0	.0%
Morrisons, Victoria Promenade, Northampton	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Asda, Fosse Park Shopping Centre, Leicester	6	.6%	1	.9%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Trinity Street, Coventry	6	.6%	4	3.7%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Tesco, Emscote Road, Warwick	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	4	7.5%	1	2.9%	0	.0%	1
Co-op, Hillmorton Road, Rugby	5	.5%	0	.0%	0	.0%	3	2.2%	1	.6%	1	1.9%	0	.0%	0	.0%	0	.0%
Co-op, New Bilton, Rugby	5	.5%	0	.0%	0	.0%	1	.7%	4	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Leamington Spa	5	.5%	1	.9%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	2	3.0%
Morrisons, Hinckley	5	.5%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Swan Close Road, Banbury	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
Sainsbury, St Marys Place, Market Harborough	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Lynchgate Road, Cannon Park Centre, Coventry	5	.5%	2	1.8%	1	2.7%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, The Square, Market Harborough	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Harlestone Road, Northampton	4	.4%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Oxford Street, Southam	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	2	3.0%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	4	.4%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Tachbrook Park Drive, Shires Retail Park, Warwick	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	1	2.6%	2	3.0%
Tesco Express, Wimbourne Place, Daventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	1	1.5%
Tesco, Leicester Street, Bedworth	4	.4%	0	.0%	1	2.7%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Kingsthorpe Centre, Harborough Road, Northampton	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Aldi, Kingswood Road, Nuneaton	3	.3%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Roseberry Avenue, Coventry	3	.3%	1	.9%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Asda, Barwell Lane, Hinckley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Asda, Rugby Town Centre, Rugby	3	.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	2.6%	0	.0%
J Sainsbury, Leamington Spa	3	.3%	1	.9%	0	.0%	1	.7%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Sainsbury, Austin Drive, Coventry	3	.3%	0	.0%	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Daventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Somerfield, Leamington Spa	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	2	3.0%
Spar, Hillmorton Road, Rugby	3	.3%	0	.0%	0	.0%	1	.7%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, The Parade, Leamington Spa	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Asda, Newtown Road, Nuneaton	2	.2%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op Extra Foodstore, Linden Drive, Lutterworth	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op Late Shop, 1-2 Edinburgh Square, Daventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Chapel Street, Bishops Itchington, Leamington Spa	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	1	1.5%
Co-op, Coventry Road, Market Harborough	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Hawley Road, Hinckley	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Market Harborough, Market Harborough	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Market Place, Nuneaton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Marks and Spencer, The Precinct, Coventry	2	.2%	1	.9%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Duston, Northampton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Fosse Park Shopping Centre, Leicester	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Vicarage Street, Nuneaton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Hawley Road, Hinckley	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Metro, Leamington Spa	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Tesco, Mere Way, Northampton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Southam, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Co-op, Broughton Astley, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Bulkington, Bedworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Cedar Road, Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Fenny Compton, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Co-op, Long Buckby, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, The Circle, Nuneaton	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Tonwsend Lane, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cooltrader, Abbeygate Shopping Centre, Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Lidl, Oxford Street, Southam	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0
Local Shops, Coventry City Centre, Coventry	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Bedworth Town Centre, Bedworth	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Binley Woods, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Brownsver Town Centre, Rugby	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Crick, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Daventry Town Centre, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Leamington Spa Town Centre, Leamington Spa	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Leamington Spa, Southam	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Local Stores, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Wolston, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Regent Street, Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Long Buckby, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Lutterworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Parkgate Road, Coventry	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury, Dunchurch Road, Rugby	14	1.4%	0	.0%	0	.0%	7	5.1%	0	.0%	0	.0%	3	8.8%	2	5.3%	0	.0%
	Lidl, Bilton Road, Rugby	10	1.0%	0	.0%	0	.0%	1	.7%	8	4.6%	0	.0%	1	2.9%	0	.0%	0	.0%
	Tesco, Clifford Bridge Road, Coventry	9	.9%	7	6.4%	1	2.7%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Aldi, Sheaf Street, Daventry	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Coventry Road, Southam	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	6.0%
	Aldi, Hillmorton Road, Rugby	3	.3%	0	.0%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Parade, Oadby, Leicester	3	.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Waitrose	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	2.6%	0	.0%
	Local stores, Lutterworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Holyhead Road, Coventry	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Netto, Lower Leicester Road, Lutterworth	2	.2%	0	.0%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi , Ruscote Avenue, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Aldi, Central Park, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Lutterworth Road, Blaby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, St.George's Way, Ellis Fields, Leicester.	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Asda, Abbey Park, London Road, Whitley, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, London Road, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Daxon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Co-op, George Street, Lutterworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co op, Church Road, Long Itchingdon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Debenhams, Castle Quay Shopping Centre, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Park Street, Birmingham, West midlands	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Asda	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Jimmys, Lindan Drive	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local market, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	
Local market, Bedworth	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

		Base: All respondents																			
		1		2		3		4		5		6		7		8					
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%				
Other	Local market, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Local market, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Local stores, Exhall, Coventry	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Local stores, Littleworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%		
	Local stores, Southam	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%		
	Marks & Spencer, Albington Street, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Marks & Spencer, Arena Retail Park, Classic Drive, Coventry	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Marks & Spencer, Bridge Street, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Morrisons, Oakley Road, Great Oakley, Corby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Sainsbury, Court House Green, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Tesco, Arena Retail Park, Class Drive, Coventry	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	TV Shopping - Price Drop	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%		
	Waitrose, Saltway, Droitwich	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	15	100.0%	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Nowhere else	2	13.3%	21	19.6%	4	22.2%	12	27.9%	16	30.8%	37	32.2%
Tesco, Leicester Road, Rugby	0	.0%	15	14.0%	0	.0%	2	4.7%	0	.0%	2	1.7%
Sainsburys, Bilton Fields, Rugby	0	.0%	2	1.9%	2	11.1%	1	2.3%	1	1.9%	4	3.5%
Morrisons, Brandon Road, Binley, Coventry	0	.0%	1	.9%	0	.0%	1	2.3%	0	.0%	2	1.7%
Waitrose, 13 Bowen Square, Daventry	0	.0%	0	.0%	1	5.6%	6	14.0%	7	13.5%	16	13.9%
Aldi, Paddock Close, Rugby	0	.0%	2	1.9%	1	5.6%	2	4.7%	0	.0%	4	3.5%
Marks & Spencer, High Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.6%
Tesco, 15 New Street, Daventry	0	.0%	0	.0%	0	.0%	4	9.3%	5	9.6%	13	11.3%
Morrisons, Bitteswell Road, Lutterworth	1	6.7%	21	19.6%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Asda, Walsgrave Retail Park, Brade Drive, Coventry	0	.0%	1	.9%	0	.0%	1	2.3%	0	.0%	1	.9%
Tesco, Dorchester Way, Coventry	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
Iceland, Rugby Town Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Jubilee Crescent, Coventry	0	.0%	2	1.9%	0	.0%	0	.0%	1	1.9%	0	.0%
Tesco, Lockheed Close, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	5	9.6%	1	.9%
Netto, Corporation Street, Rugby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op Extra Foodstore, George Street, Lutterworth	0	.0%	9	8.4%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Oxford Road, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	6	11.5%	0	.0%
Iceland, Northway, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Coventry City Centre, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	1	.9%
Local Stores, Rugby Town Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Victoria Promenade, Northampton	0	.0%	0	.0%	0	.0%	3	7.0%	0	.0%	3	2.6%
Asda, Fosse Park Shopping Centre, Leicester	1	6.7%	2	1.9%	1	5.6%	0	.0%	0	.0%	0	.0%
Sainsbury, Trinity Street, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tesco, Emscote Road, Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Hillmorton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, New Bilton, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Hinckley	4	26.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Swan Close Road, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	1	.9%
Sainsbury, St Marys Place, Market Harborough	0	.0%	2	1.9%	2	11.1%	0	.0%	1	1.9%	0	.0%
Tesco, Lynchgate Road, Cannon Park Centre, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, The Square, Market Harborough	0	.0%	3	2.8%	1	5.6%	1	2.3%	0	.0%	0	.0%
Aldi, Harlestone Road, Northampton	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Budgens, Oxford Street, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0	.0%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Tachbrook Park Drive, Shires Retail Park, Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Wimbourne Place, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%
Tesco, Leicester Street, Bedworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Kingsthorpe Centre, Harborough Road, Northampton	0	.0%	0	.0%	1	5.6%	1	2.3%	1	1.9%	0	.0%
Aldi, Kingswood Road, Nuneaton	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
Aldi, Roseberry Avenue, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Barwell Lane, Hinckley	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
Asda, Rugby Town Centre, Rugby	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
J Sainsbury, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Austin Drive, Coventry	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%
Somerfield, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Hillmorton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, The Parade, Leamington Spa	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
Asda, Newtown Road, Nuneaton	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op Extra Foodstore, Linden Drive, Lutterworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op Late Shop, 1-2 Edinburgh Square, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	1	.9%
Co-op, Chapel Street, Bishops Itchington, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Coventry Road, Market Harborough	0	.0%	0	.0%	2	11.1%	0	.0%	0	.0%	0	.0%
Lidl, Hawley Road, Hinckley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Market Harborough, Market Harborough	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
Marks & Spencer, Market Place, Nuneaton	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
Marks and Spencer, The Precinct, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Duston, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	1	.9%
Sainsbury, Fosse Park Shopping Centre, Leicester	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Vicarage Street, Nuneaton	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Hawley Road, Hinckley	2	13.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Metro, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Mere Way, Northampton	0	.0%	1	.9%	0	.0%	1	2.3%	0	.0%	0	.0%
Budgens, Southam, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Broughton Astley, Leicester	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Co-op, Bulkington, Bedworth	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Cedar Road, Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Co-op, High Street, Fenny Compton, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Long Buckby, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Co-op, The Circle, Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Tonwsend Lane, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Cooltrader, Abbeygate Shopping Centre, Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Iceland, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Lidl, Oxford Street, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Shops, Coventry City Centre, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Bedworth Town Centre, Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Binley Woods, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Brownsover Town Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Crick, Rugby	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Local Stores, Daventry Town Centre, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Local Stores, Leamington Spa Town Centre, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Leamington Spa, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Local Stores, Wolston, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Regent Street, Nuneaton	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Long Buckby, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Sainsbury, Lutterworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Parkgate Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury, Dunchurch Road, Rugby	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	1	.9%
	Lidl, Bilton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Clifford Bridge Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Sheaf Street, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	7.0%
	Co-op, Coventry Road, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Hillmorton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Marks & Spencer, The Parade, Oadby, Leicester	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Waitrose	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Lutterworth	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Holyhead Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Netto, Lower Leicester Road, Lutterworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi , Ruscote Avenue, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Central Park, Rugby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Lutterworth Road, Blaby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, St.George's Way, Ellis Fields, Leicester.	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Abbey Park, London Road, Whitley, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, London Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Daxon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, George Street, Lutterworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Co op, Church Road, Long Itchingdon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Debenhams, Castle Quay Shopping Centre, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	
Debenhams, Park Street, Birmingham, West midlands	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - Asda	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Jimmys, Lindan Drive	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Local market, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Local market, Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1b. When you are not undertaking your Christmas shopping, apart from Q1a, where else do you go for your main food and grocery shopping? SECOND CHOICE

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local market, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Local market, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Local stores, Exhall, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Littleworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Albington Street, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Marks & Spencer, Arena Retail Park, Classic Drive, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Bridge Street, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Morrisons, Oakley Road, Great Oakley, Corby	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
	Sainsbury, Court House Green, Coventry	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Arena Retail Park, Class Drive, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TV Shopping - Price Drop	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Saltway, Droitwich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q1c. When you are not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

	Base: Exc		1		2		3		4		5		6		7		8	
	Nowhere else																	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc Nowhere else	699	100.0%	77	100.0%	22	100.0%	92	100.0%	115	100.0%	38	100.0%	23	100.0%	28	100.0%	46	100.0%
Nowhere else	379	54.2%	45	58.4%	11	50.0%	55	59.8%	67	58.3%	17	44.7%	10	43.5%	14	50.0%	23	50.0%
Tesco, Leicester Road, Rugby	26	3.7%	0	.0%	0	.0%	6	6.5%	4	3.5%	1	2.6%	3	13.0%	1	3.6%	0	.0%
Marks & Spencer, High Street, Rugby	19	2.7%	1	1.3%	0	.0%	0	.0%	8	7.0%	2	5.3%	0	.0%	4	14.3%	0	.0%
Sainsburys, Bilton Fields, Rugby	19	2.7%	0	.0%	0	.0%	3	3.3%	5	4.3%	2	5.3%	1	4.3%	2	7.1%	0	.0%
Aldi, Paddock Close, Rugby	16	2.3%	1	1.3%	0	.0%	7	7.6%	1	.9%	1	2.6%	2	8.7%	1	3.6%	0	.0%
Asda, Walsgrave Retail Park, Brade Drive, Coventry	14	2.0%	6	7.8%	0	.0%	2	2.2%	1	.9%	2	5.3%	0	.0%	1	3.6%	1	2.2%
Tesco, 15 New Street, Daventry	14	2.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%
Waitrose, 13 Bowen Square, Daventry	14	2.0%	0	.0%	0	.0%	0	.0%	3	2.6%	1	2.6%	0	.0%	0	.0%	0	.0%
Asda, Leamington Spa	10	1.4%	0	.0%	0	.0%	0	.0%	2	1.7%	0	.0%	2	8.7%	0	.0%	5	10.9%
Morrisons, Bitteswell Road, Lutterworth	10	1.4%	1	1.3%	0	.0%	3	3.3%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%
Morrisons, Brandon Road, Binley, Coventry	9	1.3%	2	2.6%	1	4.5%	3	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%
Iceland, Rugby Town Centre, Rugby	8	1.1%	0	.0%	0	.0%	5	5.4%	3	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Corporation Street, Rugby	7	1.0%	0	.0%	0	.0%	2	2.2%	3	2.6%	0	.0%	2	8.7%	0	.0%	0	.0%
Aldi, Roseberry Avenue, Coventry	6	.9%	2	2.6%	1	4.5%	0	.0%	1	.9%	0	.0%	0	.0%	1	3.6%	0	.0%
Marks and Spencer, The Precinct, Coventry	6	.9%	5	6.5%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Northway, Rugby	5	.7%	0	.0%	0	.0%	1	1.1%	3	2.6%	1	2.6%	0	.0%	0	.0%	0	.0%
Morrisons, Coventry City Centre, Coventry	5	.7%	1	1.3%	0	.0%	0	.0%	1	.9%	0	.0%	1	4.3%	1	3.6%	0	.0%
Morrisons, Victoria Promenade, Northampton	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Dorchester Way, Coventry	5	.7%	3	3.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%
Marks & Spencer, Leamington Spa	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	1	4.3%	0	.0%	2	4.3%
Tesco Metro, Leamington Spa	4	.6%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	3	6.5%
Aldi, Harlestone Road, Northampton	3	.4%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Fosse Park Shopping Centre, Leicester	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Daventry	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1c. When you are not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

	Base: Exc		1		2		3		4		5		6		7		8	
	Nowhere else																	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Morrisons, Swan Close Road, Banbury	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%
Sainsbury, St Marys Place, Market Harborough	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%
Sainsbury, Trinity Street, Coventry	3	.4%	3	3.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Vicarage Street, Nuneaton	3	.4%	0	.0%	2	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Oxford Street, Southam	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	1	2.2%
Co-op Extra Foodstore, George Street, Lutterworth	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Hillmorton Road, Rugby	2	.3%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	2.2%
Local Stores, Leamington Spa, Southam	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	1	2.2%
Local Stores, Rugby Town Centre, Rugby	2	.3%	0	.0%	0	.0%	1	1.1%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	2	.3%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Fosse Park Shopping Centre, Leicester	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Long Buckby, Northampton	2	.3%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Lockheed Close, Banbury	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%
Waitrose, Kingsthorpe Centre, Harborough Road, Northampton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Kingswood Road, Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Watling Street, Hinckley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%
Asda, Rugby Town Centre, Rugby	1	.1%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Southam, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%
Co-op, Bulkington, Bedworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Cedar Road, Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Fenny Compton, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, New Bilton, Rugby	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Tonwsend Lane, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%
J Sainsbury, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%

(cont.)

Q1c. When you are not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

	Base: Exc		1		2		3		4		5		6		7		8	
	Nowhere else																	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local Stores, Bedworth Town Centre, Bedworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Daventry Town Centre, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Leicester Town Centre, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Market Harborough, Market Harborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Wolston, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Hinckley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Rutland Street, Melton Mowbray	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Duston, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Fletchamstead Highway, Coventry	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Oxford Road, Banbury	1	.1%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Rockingham Road, Kettering	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Warwick Road, Kenilworth	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Hawley Road, Hinckley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%
Somerfield, Westmede Centre, Coventry	1	.1%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco , The Parade, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%
Tesco Express, Croft Road, Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Lynchgate Road, Cannon Park Centre, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%
Tesco, Mere Way, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, The Square, Market Harborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Thorpe Road, Melton Mowbray	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%

(cont.)

Q1c. When you are not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

		Base: Exc		1		2		3		4		5		6		7		8	
		Nowhere else																	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Lidl, Bilton Road, Rugby	8	1.1%	2	2.6%	0	.0%	1	1.1%	5	4.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Sheaf Street, Daventry	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Netto, Lower Leicester Road, Lutterworth	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Springfield Street, Market Harborough	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%
	Asda, Hinkley Road, Coventry	2	.3%	1	1.3%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Kettering Street, Market Harborough	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Stratford Hill, Shirley, Solihull	2	.3%	1	1.3%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Shire Retail Park, Leamington Spa	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	1	2.2%
	Tesco, Blaby Road, Wigston	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Phoenix Parkway, Corby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Church Road, Long Itchington, Southam	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Crick, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Kibworth Beauchamp, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, The Green, Bilton, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Local market, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, New Street, Lutterworth, Leicestershire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Market Harborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Clifton Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Court House Green, Coventry	1	.1%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Terry Aucott Butchers, Mill Street, Bedworth	1	.1%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Clifford Bridge Road, Coventry	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, The Arena, Coventry	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
TV Shopping - Bid up	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%	

(cont.)

Q1c. When you are not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

		Base: Exc		1		2		3		4		5		6		7		8	
		Nowhere else																	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Waitrose, St Johns Court Road, Lutterworth Road, Blaby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Water Lane, Towcester, Northamptonshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TV shopping - various	1	.1%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1c. When you are not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc Nowhere else	13	100.0%	86	100.0%	14	100.0%	31	100.0%	36	100.0%	78	100.0%
Nowhere else	8	61.5%	39	45.3%	5	35.7%	19	61.3%	23	63.9%	43	55.1%
Tesco, Leicester Road, Rugby	0	.0%	10	11.6%	0	.0%	0	.0%	0	.0%	1	1.3%
Marks & Spencer, High Street, Rugby	0	.0%	1	1.2%	0	.0%	1	3.2%	0	.0%	2	2.6%
Sainsburys, Bilton Fields, Rugby	0	.0%	3	3.5%	0	.0%	1	3.2%	0	.0%	2	2.6%
Aldi, Paddock Close, Rugby	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%	1	1.3%
Asda, Walsgrave Retail Park, Brade Drive, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Tesco, 15 New Street, Daventry	0	.0%	0	.0%	1	7.1%	1	3.2%	2	5.6%	8	10.3%
Waitrose, 13 Bowen Square, Daventry	0	.0%	1	1.2%	0	.0%	0	.0%	1	2.8%	8	10.3%
Asda, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Morrisons, Bitteswell Road, Lutterworth	0	.0%	5	5.8%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Brandon Road, Binley, Coventry	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	1	1.3%
Iceland, Rugby Town Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Netto, Corporation Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Roseberry Avenue, Coventry	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Marks and Spencer, The Precinct, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Northway, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Coventry City Centre, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%
Morrisons, Victoria Promenade, Northampton	0	.0%	0	.0%	0	.0%	3	9.7%	1	2.8%	1	1.3%
Tesco, Dorchester Way, Coventry	1	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Metro, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Harlestone Road, Northampton	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	1	1.3%
Asda, Fosse Park Shopping Centre, Leicester	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Daventry	0	.0%	0	.0%	0	.0%	1	3.2%	1	2.8%	1	1.3%

(cont.)

Q1c. When you are not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Morrisons, Swan Close Road, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	2	5.6%	0	.0%
Sainsbury, St Marys Place, Market Harborough	0	.0%	0	.0%	2	14.3%	0	.0%	0	.0%	0	.0%
Sainsbury, Trinity Street, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Vicarage Street, Nuneaton	1	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Oxford Street, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op Extra Foodstore, George Street, Lutterworth	1	7.7%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Hillmorton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Leamington Spa, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Rugby Town Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Fosse Park Shopping Centre, Leicester	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Long Buckby, Northampton	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
Tesco, Lockheed Close, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%
Waitrose, Kingsthorpe Centre, Harborough Road, Northampton	0	.0%	0	.0%	2	14.3%	0	.0%	0	.0%	0	.0%
Aldi, Kingswood Road, Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Watling Street, Hinckley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Rugby Town Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, Southam, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Bulkington, Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%
Co-op, Cedar Road, Nuneaton	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Fenny Compton, Leamington Spa	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, New Bilton, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Tonwsend Lane, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
J Sainsbury, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1c. When you are not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local Stores, Bedworth Town Centre, Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Local Stores, Daventry Town Centre, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Local Stores, Leicester Town Centre, Leicester	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%
Local Stores, Market Harborough, Market Harborough	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Local Stores, Northampton	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
Local Stores, Wolston, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%
Morrisons, Hinckley	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Rutland Street, Melton Mowbray	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Duston, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Sainsbury, Fletchamstead Highway, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Oxford Road, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Rockingham Road, Kettering	1	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury, Warwick Road, Kenilworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Hawley Road, Hinckley	1	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Westmede Centre, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco , The Parade, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Croft Road, Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Tesco, Lynchgate Road, Cannon Park Centre, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Mere Way, Northampton	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
Tesco, The Square, Market Harborough	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Thorpe Road, Melton Mowbray	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1c. When you are not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Lidl, Bilton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Sheaf Street, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%	2	2.6%
	Netto, Lower Leicester Road, Lutterworth	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Springfield Street, Market Harborough	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Hinkley Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Kettering Street, Market Harborough	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	1.3%
	Morrisons, Stratford Hill, Shirley, Solihull	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Shire Retail Park, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Blaby Road, Wigston	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Phoenix Parkway, Corby	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%
	Co-op, Church Road, Long Itchington, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Crick, Northampton	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
	Co-op, High Street, Kibworth Beauchamp, Leicester	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, The Green, Bilton, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local market, Rugby	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%
	Londis, New Street, Lutterworth, Leicestershire	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Market Harborough	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Clifton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Court House Green, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Terry Aucott Butchers, Mill Street, Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Clifford Bridge Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, The Arena, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
TV Shopping - Bid up	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1c. When you are not undertaking your Christmas shopping, where else do you go for your main food and grocery shopping? THIRD CHOICE

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Waitrose, St Johns Court Road, Lutterworth Road, Blaby	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Water Lane, Towcester, Northamptonshire	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%
	TV shopping - various	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q2. When you're not undertaking your Christmas shopping, when you do you your main food and grocery shopping, would you normally buy clothes, cosmetics, books, CDs, DVDs, DIY equipment or electrical goods at the same time at...?

	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	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%	15	100.0%	107	100.0%
The same store	348	34.8%	50	45.9%	12	32.4%	50	36.2%	53	30.3%	21	39.6%	13	38.2%	19	50.0%	27	40.3%	6	40.0%	37	34.6%
The same retail park	104	10.4%	14	12.8%	7	18.9%	12	8.7%	15	8.6%	4	7.5%	6	17.6%	5	13.2%	6	9.0%	3	20.0%	13	12.1%
The same centre	138	13.8%	17	15.6%	6	16.2%	14	10.1%	18	10.3%	6	11.3%	9	26.5%	6	15.8%	15	22.4%	0	.0%	17	15.9%
At a nearby centre	115	11.5%	14	12.8%	2	5.4%	14	10.1%	16	9.1%	7	13.2%	4	11.8%	2	5.3%	7	10.4%	0	.0%	16	15.0%
Doesn't link trip	473	47.3%	45	41.3%	14	37.8%	62	44.9%	96	54.9%	25	47.2%	15	44.1%	17	44.7%	25	37.3%	7	46.7%	47	43.9%

(cont.)

Q2. When you're not undertaking your Christmas shopping, when you do you your main food and grocery shopping, would you normally buy clothes, cosmetics, books, CDs, DVDs, DIY equipment or electrical goods at the same time at...?

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	18	100.0%	43	100.0%	52	100.0%	115	100.0%
The same store	6	33.3%	8	18.6%	16	30.8%	30	26.1%
The same retail park	1	5.6%	4	9.3%	5	9.6%	9	7.8%
The same centre	2	11.1%	5	11.6%	7	13.5%	16	13.9%
At a nearby centre	1	5.6%	7	16.3%	6	11.5%	19	16.5%
Doesn't link trip	11	61.1%	28	65.1%	25	48.1%	56	48.7%

Q3. How do you normally travel to do your main food and grocery shopping when you're not undertaking your Christmas shopping?

	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	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%	15	100.0%	107	100.0%
Car/van (as driver)	693	69.2%	79	72.5%	26	70.3%	81	58.7%	112	64.0%	40	75.5%	28	82.4%	26	68.4%	46	68.7%	11	73.3%	77	72.0%
Car/van (as passenger)	170	17.0%	21	19.3%	10	27.0%	25	18.1%	27	15.4%	11	20.8%	2	5.9%	5	13.2%	16	23.9%	3	20.0%	18	16.8%
Bus/coach	57	5.7%	7	6.4%	1	2.7%	12	8.7%	17	9.7%	2	3.8%	3	8.8%	4	10.5%	3	4.5%	0	.0%	1	.9%
Walk	54	5.4%	2	1.8%	0	.0%	14	10.1%	13	7.4%	0	.0%	0	.0%	1	2.6%	1	1.5%	0	.0%	6	5.6%
Goods delivered	10	1.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	2	5.3%	1	1.5%	0	.0%	3	2.8%
Taxi	9	.9%	0	.0%	0	.0%	2	1.4%	2	1.1%	0	.0%	1	2.9%	0	.0%	0	.0%	1	6.7%	0	.0%
Bicycle	7	.7%	0	.0%	0	.0%	2	1.4%	3	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%
Moped/motorcycle	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q3. How do you normally travel to do your main food and grocery shopping when you're not undertaking your Christmas shopping?

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Car/van (as driver)	15	83.3%	37	86.0%	39	75.0%	76	66.1%
Car/van (as passenger)	2	11.1%	4	9.3%	9	17.3%	17	14.8%
Bus/coach	0	.0%	0	.0%	3	5.8%	4	3.5%
Walk	0	.0%	2	4.7%	0	.0%	15	13.0%
Goods delivered	1	5.6%	0	.0%	0	.0%	1	.9%
Taxi	0	.0%	0	.0%	1	1.9%	2	1.7%
Bicycle	0	.0%	0	.0%	0	.0%	0	.0%
Moped/motorcycle	0	.0%	0	.0%	0	.0%	0	.0%

Q4a. In the past six months, when you're not undertaking your Christmas shopping, where have you spent the most money on clothes, footwear and other fashion goods? MOST MONEY SPENT

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	109	100.0%	37	100.0%	138	100.0%	175	100.0%	53	100.0%	34	100.0%	38	100.0%	67	100.0%
Rugby	230	23.0%	2	1.8%	0	.0%	81	58.7%	78	44.6%	8	15.1%	10	29.4%	18	47.4%	3	4.5%
Don't buy	135	13.5%	13	11.9%	4	10.8%	17	12.3%	31	17.7%	10	18.9%	7	20.6%	3	7.9%	1	1.5%
Coventry	133	13.3%	66	60.6%	13	35.1%	12	8.7%	19	10.9%	6	11.3%	10	29.4%	4	10.5%	1	1.5%
Leamington Spa	84	8.4%	7	6.4%	0	.0%	7	5.1%	12	6.9%	17	32.1%	0	.0%	1	2.6%	34	50.7%
Northampton	59	5.9%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	52	5.2%	0	.0%	0	.0%	1	.7%	1	.6%	5	9.4%	0	.0%	0	.0%	17	25.4%
Leicester	46	4.6%	0	.0%	0	.0%	3	2.2%	6	3.4%	0	.0%	0	.0%	2	5.3%	0	.0%
Fosse Park, Leicester	39	3.9%	3	2.8%	0	.0%	0	.0%	6	3.4%	0	.0%	1	2.9%	2	5.3%	0	.0%
Daventry	32	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Nuneaton	22	2.2%	0	.0%	12	32.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.3%	0	.0%
Birmingham	18	1.8%	1	.9%	2	5.4%	5	3.6%	1	.6%	0	.0%	0	.0%	1	2.6%	0	.0%
Lutterworth	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	5	.5%	1	.9%	1	2.7%	0	.0%	2	1.1%	1	1.9%	0	.0%	0	.0%	0	.0%
Bedworth	2	.2%	0	.0%	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elliot's Field Retail Park, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Ketering	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
Stratford upon Avon	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Dunchurch	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Fenny Compton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Orchard Retail Park, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Riverside Retail Park, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Wolvey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4a. In the past six months, when you're not undertaking your Christmas shopping, where have you spent the most money on clothes, footwear and other fashion goods? MOST MONEY SPENT

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Milton Keynes	12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogues - Various	6	.6%	2	1.8%	0	.0%	0	.0%	2	1.1%	1	1.9%	0	.0%	0	.0%	0	.0%
	Internet - Next	5	.5%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Abroad	4	.4%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	1	2.6%	1	1.5%
	Internet - Ebay	4	.4%	1	.9%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Various websites	3	.3%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	London	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Fosse Park Shopping Centre, Fosse Park Aven	3	.3%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Rugby	3	.3%	0	.0%	0	.0%	2	1.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Various locations around Buckinghamshire	3	.3%	1	.9%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Ambrose Wilson	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Catalogue - Cotton Traders	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	1	1.9%	0	.0%	0	.0%	0	.0%
	Catalogue - Damart	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Great Universal	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Littlewoods	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Charity shops, Rugby	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Internet - Amazon	2	.2%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Cotton Trader	2	.2%	1	.9%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Parade, Leamington Spa	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.5%
	Tesco, Leicester Road, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	2.6%	0	.0%
	Bon Marche, Market Mall, The Clock Towers Shopping Centre, R	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Daxons	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Empire	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Fyfe's	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Grattan	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Gray & Osbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Hobb's	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue - Orvis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	

(cont.)

Q4a. In the past six months, when you're not undertaking your Christmas shopping, where have you spent the most money on clothes, footwear and other fashion goods? MOST MONEY SPENT

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Catalogue - Premier man	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalouge - Kays	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cirencester	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Charles Tyrwhitt (www.ctshirts.co.uk)	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - M & M Direct	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Marks & Spencer	1	.1%	0	.0%	0	.0%	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%	0	.0%	0	.0%	0	.0%
	Internet - Tiffany & co	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Jacques Vert, Bluewater, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Loughborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Catalogue - Hotter Shoes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Manchester	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Precinct, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Midland Game Fair, Weston Park, Wiltshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Elliots Field Retail Park, Leicester Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Market Place, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Next, Peacock Centre, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Sixfield Retail Park, Gambrel Road, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oakham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Poole, Dorset	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Portsmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Primark, Broadgate, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Principles, High Street, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Scotland	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Southampton	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stratford-Upon-Avon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
T.K Maxx, Elliots Field Retail Park, Leicester Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q4a. In the past six months, when you're not undertaking your Christmas shopping, where have you spent the most money on clothes, footwear and other fashion goods? MOST MONEY SPENT

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	The Cotswolds	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	The Shires Retail Park, Tachbrook Park Drive, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	TV Shopping - Pricedrop TV	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Wallis, Castle Quay, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Worcester	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4a. In the past six months, when you're not undertaking your Christmas shopping, where have you spent the most money on clothes, footwear and other fashion goods? MOST MONEY SPENT

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	15	100.0%	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%
Rugby	0	.0%	15	14.0%	1	5.6%	8	18.6%	1	1.9%	5	4.3%
Don't buy	1	6.7%	13	12.1%	3	16.7%	6	14.0%	11	21.2%	15	13.0%
Coventry	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	5	4.3%
Northampton	0	.0%	1	.9%	4	22.2%	19	44.2%	3	5.8%	31	27.0%
Banbury	0	.0%	0	.0%	0	.0%	0	.0%	22	42.3%	6	5.2%
Leicester	2	13.3%	23	21.5%	3	16.7%	1	2.3%	1	1.9%	5	4.3%
Fosse Park, Leicester	2	13.3%	21	19.6%	2	11.1%	1	2.3%	0	.0%	1	.9%
Daventry	0	.0%	0	.0%	0	.0%	3	7.0%	3	5.8%	25	21.7%
Nuneaton	4	26.7%	2	1.9%	1	5.6%	1	2.3%	0	.0%	0	.0%
Birmingham	0	.0%	3	2.8%	0	.0%	0	.0%	1	1.9%	4	3.5%
Lutterworth	0	.0%	9	8.4%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	3	20.0%	4	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	0	.0%	4	3.7%	1	5.6%	0	.0%	0	.0%	1	.9%
Solihull	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elliot's Field Retail Park, Rugby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ketering	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	1	.9%
Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dunchurch	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fenny Compton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Orchard Retail Park, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Northampton	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
Welton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%

(cont.)