

**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	%
Other	Milton Keynes	0	.0%	0	.0%	0	.0%	2	4.7%	3	5.8%	7	6.1%
	Catalogues - Various	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Next	0	.0%	0	.0%	0	.0%	0	.0%	3	5.8%	0	.0%
	Abroad	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Various websites	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	London	0	.0%	1	.9%	0	.0%	0	.0%	1	1.9%	0	.0%
	Marks & Spencer, Fosse Park Shopping Centre, Fosse Park Aven	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
	Marks & Spencer, High Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Various locations around Buckinghamshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Ambrose Wilson	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Cotton Traders	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Damart	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Great Universal	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Littlewoods	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Charity shops, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Amazon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Cotton Trader	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Parade, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bon Marche, Market Mall, The Clock Towers Shopping Centre, R	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Daxons	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Empire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Fyfe's	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Grattan	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Gray & Osbourne	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue - Hobb's	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Catalogue - Orvis	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	%
Other	Catalogue - Premier man	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Catalouge - Kays	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cirencester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Charles Tyrwhitt (www.ctshirts.co.uk)	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Internet - M & M Direct	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Internet - Marks & Spencer	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Internet - QVC	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tiffany & co	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Jacques Vert, Bluewater, London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Loughborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Hotter Shoes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Manchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Precinct, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Midland Game Fair, Weston Park, Wiltshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Next, Elliots Field Retail Park, Leicester Road, Rugby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Market Place, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Peacock Centre, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Next, Sixfield Retail Park, Gambrel Road, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Oakham	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
	Poole, Dorset	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Portsmouth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Primark, Broadgate, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Principles, High Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Scotland	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Southampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stratford-Upon-Avon	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
T.K Maxx, Elliots Field Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	

(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	
Other		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
		The Cotswolds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0
	The Shires Retail Park, Tachbrook Park Drive, Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TV Shopping - Pricedrop TV	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wallis, Castle Quay, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Worcester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

**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**

	Base: Those buying clothes, footwear		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying clothes, footwear	866	100.0%	96	100.0%	33	100.0%	121	100.0%	144	100.0%	43	100.0%	27	100.0%	35	100.0%	66	100.0%
No other	358	41.3%	40	41.7%	11	33.3%	58	47.9%	58	40.3%	21	48.8%	7	25.9%	13	37.1%	24	36.4%
Coventry	76	8.8%	13	13.5%	8	24.2%	15	12.4%	19	13.2%	2	4.7%	7	25.9%	6	17.1%	4	6.1%
Rugby	66	7.6%	9	9.4%	0	.0%	6	5.0%	9	6.3%	2	4.7%	4	14.8%	5	14.3%	2	3.0%
Leamington Spa	57	6.6%	9	9.4%	0	.0%	4	3.3%	14	9.7%	5	11.6%	3	11.1%	0	.0%	13	19.7%
Northampton	36	4.2%	0	.0%	0	.0%	4	3.3%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	35	4.0%	0	.0%	0	.0%	3	2.5%	4	2.8%	4	9.3%	0	.0%	0	.0%	15	22.7%
Fosse Park, Leicester	35	4.0%	4	4.2%	0	.0%	6	5.0%	5	3.5%	1	2.3%	1	3.7%	3	8.6%	0	.0%
Leicester	31	3.6%	1	1.0%	1	3.0%	3	2.5%	5	3.5%	0	.0%	1	3.7%	2	5.7%	0	.0%
Birmingham	30	3.5%	5	5.2%	3	9.1%	5	4.1%	6	4.2%	0	.0%	1	3.7%	3	8.6%	3	4.5%
Daventry	14	1.6%	0	.0%	0	.0%	0	.0%	1	.7%	4	9.3%	0	.0%	0	.0%	0	.0%
Solihull	13	1.5%	6	6.3%	2	6.1%	0	.0%	2	1.4%	1	2.3%	0	.0%	1	2.9%	1	1.5%
Nuneaton	11	1.3%	2	2.1%	5	15.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	10	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
Elliots Field Retail Park, Rugby	2	.2%	0	.0%	0	.0%	1	.8%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	2	.2%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Orchard Retail Park, Coventry	2	.2%	1	1.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Staverton	2	.2%	1	1.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Bedworth	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brierley Hill/Merry Hill	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%
Cold Ashby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ketering	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Naseby	1	.1%	0	.0%	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%

(cont.)

**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**

		Base: Those buying clothes, footwear		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Milton Keynes	18	2.1%	0	.0%	0	.0%	1	.8%	3	2.1%	0	.0%	0	.0%	1	2.9%	0	.0%
	Catalogue - No specific catalogue	5	.6%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Damart	4	.5%	0	.0%	1	3.0%	1	.8%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - M & M Direct	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Various sites	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Marks & Spencer, High Street, Rugby	2	.2%	0	.0%	0	.0%	1	.8%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Abroad	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%
	Asda, Walsgrave Retail Park, Brade Drive, Coventry	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bristol	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff	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%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Fashion World	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Kays	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Littlewoods	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Next	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Nightingales	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%
	Catalogue - Tyrwhitt	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Charity shops, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Chelmsford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%
	Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Chichester	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Dorchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Exeter	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	House of Fraser, The Parade, Leamington Spa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Internet - Charles Tyrwhitt	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Jack Wills (www.jackwills.com)	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - Kays	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**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**

		Base: Those buying clothes, footwear		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Marks & Spencer	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Inverness, Scotland	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%
	JJB, Junction One Retail Park, Leicester Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Manchester	1	.1%	0	.0%	1	3.0%	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%
	Marks & Spencer, Fosse Park Avenue, Leicester	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	New Look, The Precinct, Coventry	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Central Six Retail Park, Warwick Road, Coventry	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Market Place, Rugby	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Sixfields Retail Park, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Principles, The High Street, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Reading	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Sheffield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%
	Somerset	1	.1%	0	.0%	0	.0%	1	.8%	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%	1	1.5%
	Surrey	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Leicester Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
TK Maxx, Elliots Field Retail Park, Leicester Road, Rugby	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
TV shopping - Various	1	.1%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

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

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying clothes, footwear	14	100.0%	94	100.0%	15	100.0%	37	100.0%	41	100.0%	100	100.0%
No other	4	28.6%	35	37.2%	8	53.3%	17	45.9%	17	41.5%	45	45.0%
Coventry	2	14.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rugby	0	.0%	18	19.1%	1	6.7%	2	5.4%	0	.0%	8	8.0%
Leamington Spa	0	.0%	1	1.1%	1	6.7%	0	.0%	3	7.3%	4	4.0%
Northampton	0	.0%	2	2.1%	0	.0%	4	10.8%	3	7.3%	20	20.0%
Banbury	0	.0%	0	.0%	0	.0%	1	2.7%	5	12.2%	3	3.0%
Fosse Park, Leicester	2	14.3%	8	8.5%	1	6.7%	3	8.1%	0	.0%	1	1.0%
Leicester	1	7.1%	15	16.0%	1	6.7%	0	.0%	0	.0%	1	1.0%
Birmingham	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	3	3.0%
Daventry	0	.0%	1	1.1%	0	.0%	2	5.4%	2	4.9%	4	4.0%
Solihull	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	1	7.1%	2	2.1%	0	.0%	0	.0%	1	2.4%	0	.0%
Market Harborough	0	.0%	6	6.4%	1	6.7%	2	5.4%	1	2.4%	0	.0%
Hinckley	1	7.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Elliots Field Retail Park, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Orchard Retail Park, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Staverton	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%
Brierley Hill/Merry Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cold Ashby	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Ketering	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%
Naseby	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%

(cont.)

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

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Milton Keynes	0	.0%	0	.0%	0	.0%	3	8.1%	4	9.8%	6	6.0%
	Catalogue - No specific catalogue	0	.0%	2	2.1%	0	.0%	0	.0%	1	2.4%	1	1.0%
	Catalogue - Damart	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - M & M Direct	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%
	Internet - Ebay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Internet - Various sites	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Marks & Spencer, High Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abroad	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Walsgrave Retail Park, Brade Drive, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Daxons	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Fashion World	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Kays	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Littlewoods	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Next	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Nightingales	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Tyrwhitt	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Charity shops, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chichester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dorchester	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%
	Exeter	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	House of Fraser, The Parade, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Charles Tyrwhitt	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%
	Internet - Jack Wills (www.jackwills.com)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Kays	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)



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

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Marks & Spencer	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
	Inverness, Scotland	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	JJB, Junction One Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lincoln	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Manchester	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	2.4%	0	.0%
	Marks & Spencer, Fosse Park Avenue, Leicester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	New Look, The Precinct, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Central Six Retail Park, Warwick Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Market Place, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Sixfields Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Principles, The High Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sheffield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerset	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%
	Surrey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Leicester Road, Rugby	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
TK Maxx, Elliots Field Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
TV shopping - Various	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

**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**

	Base: Exc No other		1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc No other	508	100.0%	56	100.0%	22	100.0%	63	100.0%	86	100.0%	22	100.0%	20	100.0%	22	100.0%	42	100.0%	10	100.0%
No other	290	57.1%	36	64.3%	12	54.5%	37	58.7%	48	55.8%	8	36.4%	11	55.0%	11	50.0%	24	57.1%	5	50.0%
Coventry	35	6.9%	4	7.1%	0	.0%	3	4.8%	6	7.0%	3	13.6%	1	5.0%	3	13.6%	7	16.7%	0	.0%
Rugby	24	4.7%	1	1.8%	0	.0%	2	3.2%	4	4.7%	3	13.6%	2	10.0%	0	.0%	2	4.8%	0	.0%
Northampton	21	4.1%	0	.0%	0	.0%	4	6.3%	6	7.0%	1	4.5%	0	.0%	1	4.5%	0	.0%	0	.0%
Leamington Spa	19	3.7%	2	3.6%	2	9.1%	2	3.2%	4	4.7%	1	4.5%	2	10.0%	1	4.5%	0	.0%	1	10.0%
Leicester	14	2.8%	1	1.8%	0	.0%	1	1.6%	2	2.3%	0	.0%	2	10.0%	2	9.1%	0	.0%	1	10.0%
Birmingham	13	2.6%	3	5.4%	1	4.5%	2	3.2%	4	4.7%	0	.0%	0	.0%	2	9.1%	0	.0%	0	.0%
Banbury	7	1.4%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%	2	4.8%	0	.0%
Daventry	7	1.4%	0	.0%	0	.0%	2	3.2%	0	.0%	2	9.1%	0	.0%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	7	1.4%	2	3.6%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%
Nuneaton	7	1.4%	1	1.8%	4	18.2%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%
Solihull	4	.8%	0	.0%	0	.0%	0	.0%	1	1.2%	1	4.5%	0	.0%	0	.0%	2	4.8%	0	.0%
Stratford upon Avon	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	2	4.8%	0	.0%
Bedworth	3	.6%	0	.0%	1	4.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%
Lutterworth	3	.6%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cold Ashby	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Market Harborough	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%
Southam	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Welton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	1	.2%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**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**

	Base: Exc No other		1		2		3		4		5		6		7		8		9		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Other	Milton Keynes	13	2.6%	1	1.8%	0	.0%	2	3.2%	1	1.2%	0	.0%	2	10.0%	0	.0%	0	.0%	0	.0%
	London	4	.8%	1	1.8%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Brade Drive, Coventry	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Binley	1	.2%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brantano, Elliots Field Retail Park, Leicester Road, Rugby	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff	1	.2%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Country Collection	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Empire Store	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Hotter shoes	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Littlewoods	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Shoetailor	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fort Shopping Centre, Fort Parkway, Birmingham	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Cotton Traders	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	1	.2%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Joules	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Leeds	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%
	Luton	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Millets, Clock Towers Shopping Centre, Rugby	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swindon	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Edinburgh Wool Mill, The Square, Market Harborough	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Wellesbourne	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	
Abroad	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Catalogue - Various	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - Various	1	.2%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**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**

	10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc No other	59	100.0%	7	100.0%	20	100.0%	24	100.0%	55	100.0%
No other	33	55.9%	4	57.1%	13	65.0%	15	62.5%	33	60.0%
Coventry	5	8.5%	0	.0%	1	5.0%	0	.0%	2	3.6%
Rugby	2	3.4%	1	14.3%	1	5.0%	0	.0%	6	10.9%
Northampton	2	3.4%	0	.0%	2	10.0%	2	8.3%	3	5.5%
Leamington Spa	0	.0%	0	.0%	1	5.0%	2	8.3%	1	1.8%
Leicester	4	6.8%	1	14.3%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%
Banbury	0	.0%	0	.0%	0	.0%	1	4.2%	2	3.6%
Daventry	1	1.7%	0	.0%	0	.0%	1	4.2%	1	1.8%
Fosse Park, Leicester	2	3.4%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
Bedworth	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
Hinckley	2	3.4%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	1	1.7%	0	.0%	1	5.0%	0	.0%	0	.0%
Cold Ashby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welton	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Milton Keynes	0	.0%	0	.0%	1	5.0%	1	4.2%	5	9.1%
	London	1	1.7%	0	.0%	0	.0%	0	.0%	1	1.8%
	Asda, Brade Drive, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Binley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brantano, Elliots Field Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Country Collection	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Empire Store	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Hotter shoes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Littlewoods	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Shoetailor	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fort Shopping Centre, Fort Parkway, Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Cotton Traders	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Joules	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Leeds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Luton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Millets, Clock Towers Shopping Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swindon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Edinburgh Wool Mill, The Square, Market Harborough	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Wellesbourne	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Abroad	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	
Catalogue - Various	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Internet - Various	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

**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**

	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%
Don't buy	550	54.9%	53	48.6%	18	48.6%	78	56.5%	105	60.0%	30	56.6%	19	55.9%	22	57.9%	35	52.2%
Rugby	139	13.9%	4	3.7%	0	.0%	39	28.3%	48	27.4%	9	17.0%	6	17.6%	7	18.4%	1	1.5%
Coventry	73	7.3%	34	31.2%	12	32.4%	6	4.3%	6	3.4%	2	3.8%	4	11.8%	3	7.9%	2	3.0%
Northampton	33	3.3%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	30	3.0%	3	2.8%	0	.0%	0	.0%	2	1.1%	7	13.2%	2	5.9%	0	.0%	12	17.9%
Daventry	24	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.7%	0	.0%	0	.0%	0	.0%
Banbury	21	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	10.4%
Leicester	16	1.6%	0	.0%	0	.0%	2	1.4%	1	.6%	0	.0%	0	.0%	1	2.6%	0	.0%
Birmingham	12	1.2%	4	3.7%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	2	3.0%
Lutterworth	6	.6%	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%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Elliot's Field Retail Park, Rugby	5	.5%	0	.0%	0	.0%	2	1.4%	1	.6%	0	.0%	0	.0%	1	2.6%	0	.0%
Fosse Park, Leicester	5	.5%	0	.0%	0	.0%	1	.7%	1	.6%	1	1.9%	0	.0%	0	.0%	0	.0%
Bedworth	4	.4%	0	.0%	1	2.7%	1	.7%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth	4	.4%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
Hinckley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	3	.3%	0	.0%	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Long Buckby	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	1	.1%	0	.0%	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%	1	1.9%	0	.0%	0	.0%	0	.0%
Wolvey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**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**

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Milton Keynes	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Alvis Retail Park, Hollyhead Rd, Coventry	3	.3%	0	.0%	1	2.7%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.5%
	Dunelm, Clock Tower Shopping Centre, Mannings Walk, Rugby	3	.3%	0	.0%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Elliots Field Retail Park, Leicester Road, Rugby	3	.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	2	5.3%	0	.0%
	Internet - Various sites	3	.3%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Dunelm Mill Store, Orchard Retail Park, London Road, Coventr	2	.2%	1	.9%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ikea, Croft Road, Coventry	2	.2%	1	.9%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Internet - Tesco Direct	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Junction One Retail Park, Leicester Road, Rugby	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Mail order from local paper	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Wensbury	2	.2%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Various	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abroad	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Alpine Carpet Warehouse, Station Close Retail Park, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Clocktowers Shopping Centre, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Towcester Road, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Binley	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Great Universal	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Laura Ashley	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue - Next	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	
Dunelm, Orchard Retail Park, London Road, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Gallagher Retail Park, Stoney Stanton Road, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Harveys, Alvis Retail Park, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**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**

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Argos	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Currys	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Internet - John Lewis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Laura Ashley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Next	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Long Melford, Somerset	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newcastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Next, Lower Precinct, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Travis Perkins, Somers Rd, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Worcester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%

(cont.)



**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**

	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%
Don't buy	12	80.0%	58	54.2%	9	50.0%	25	58.1%	34	65.4%	52	45.2%
Rugby	0	.0%	7	6.5%	2	11.1%	8	18.6%	0	.0%	8	7.0%
Coventry	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	2	1.7%
Northampton	0	.0%	2	1.9%	4	22.2%	7	16.3%	0	.0%	19	16.5%
Leamington Spa	0	.0%	1	.9%	0	.0%	0	.0%	1	1.9%	2	1.7%
Daventry	0	.0%	0	.0%	0	.0%	2	4.7%	2	3.8%	17	14.8%
Banbury	0	.0%	0	.0%	0	.0%	0	.0%	12	23.1%	2	1.7%
Leicester	0	.0%	12	11.2%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	2	1.7%
Lutterworth	0	.0%	6	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	0	.0%	4	3.7%	1	5.6%	0	.0%	0	.0%	0	.0%
Elliot's Field Retail Park, Rugby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	0	.0%	1	.9%	1	5.6%	0	.0%	0	.0%	0	.0%
Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	1	6.7%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	1	6.7%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	0	.0%	0	.0%	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%
Long Buckby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%

(cont.)

**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**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Milton Keynes	0	.0%	0	.0%	0	.0%	1	2.3%	3	5.8%	5	4.3%
	B&Q, Alvis Retail Park, Hollyhead Rd, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm, Clock Tower Shopping Centre, Mannings Walk, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Homebase, Elliots Field Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Various sites	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Dunelm Mill Store, Orchard Retail Park, London Road, Coventr	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ikea, Croft Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tesco Direct	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Junction One Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mail order from local paper	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Wensbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Various	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
	Abroad	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Alpine Carpet Warehouse, Station Close Retail Park, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Argos, Clocktowers Shopping Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Towcester Road, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Binley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Great Universal	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Laura Ashley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue - Next	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Dunelm, Orchard Retail Park, London Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Gallagher Retail Park, Stoney Stanton Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Harveys, Alvis Retail Park, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**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**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Argos	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Currys	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - John Lewis	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Internet - Laura Ashley	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Next	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Long Melford, Somerset	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newcastle	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Lower Precinct, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Travis Perkins, Somers Rd, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Worcester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

**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**

	Base: Those buying furniture, floor coverings etc		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying furniture, floor coverings etc	451	100.0%	56	100.0%	19	100.0%	60	100.0%	70	100.0%	23	100.0%	15	100.0%	16	100.0%	32	100.0%
No other	303	67.2%	44	78.6%	15	78.9%	43	71.7%	54	77.1%	9	39.1%	10	66.7%	8	50.0%	18	56.3%
Coventry	26	5.8%	2	3.6%	3	15.8%	6	10.0%	9	12.9%	1	4.3%	1	6.7%	0	.0%	2	6.3%
Rugby	24	5.3%	5	8.9%	0	.0%	5	8.3%	2	2.9%	1	4.3%	1	6.7%	2	12.5%	1	3.1%
Northampton	17	3.8%	1	1.8%	0	.0%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	13	2.9%	0	.0%	0	.0%	0	.0%	1	1.4%	6	26.1%	0	.0%	0	.0%	4	12.5%
Banbury	9	2.0%	0	.0%	0	.0%	0	.0%	1	1.4%	3	13.0%	0	.0%	0	.0%	2	6.3%
Daventry	9	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	6	1.3%	1	1.8%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	2	12.5%	0	.0%
Fosse Park, Leicester	4	.9%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	3	.7%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedworth	2	.4%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
Nuneaton	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brinklow	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%
Hinckley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%
Market Harborough	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%
Welton	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
West Haddon	1	.2%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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**

		Base: Those buying furniture, floor coverings etc		1	2	3	4	5	6	7	8								
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Milton Keynes	5	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	1	6.3%	0	.0%
	Internet - search engine	2	.4%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	1	6.7%	0	.0%	0	.0%
	Abroad	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Northway, Clock Towers Shopping Centre, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%
	Blooms of Bressingham, The Straight Mile, Bourton on Dunsmor	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm Mill, Manning Walk, Clock Towers shopping centre, Rug	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%
	Focus, Sopwith Way, Drayton Field Industrial Estate, Daventr	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Myton Road, Leamington Spa	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%
	Ikea, Wendsbury, Birmingham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
	Internet - Google	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%
	Internet - Screwfix	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
	Internet - Tesco Direct	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Field Walk, Central Milton Keynes, Milton Keynes	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Junction One, Retail Park, Leicester Road	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%
	Marks & Spencer, The Precinct, Coventry	1	.2%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Coventry Arena Retail Park, Classic Drive, Coventry	1	.2%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Schoales Carpets & Flooring, Norton Leys, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Strafford Upon Avon	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	
Wilkinson, Manning Walk, The Clock Towers Shopping Centre, R	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

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**

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying furniture, floor coverings etc	3	100.0%	49	100.0%	9	100.0%	18	100.0%	18	100.0%	63	100.0%
No other	3	100.0%	35	71.4%	7	77.8%	12	66.7%	13	72.2%	32	50.8%
Coventry	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	1.6%
Rugby	0	.0%	3	6.1%	0	.0%	0	.0%	0	.0%	4	6.3%
Northampton	0	.0%	0	.0%	0	.0%	4	22.2%	0	.0%	10	15.9%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%
Banbury	0	.0%	0	.0%	0	.0%	0	.0%	2	11.1%	1	1.6%
Daventry	0	.0%	1	2.0%	1	11.1%	0	.0%	2	11.1%	5	7.9%
Leicester	0	.0%	1	2.0%	1	11.1%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	0	.0%	3	6.1%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	1.6%
Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%
Kenilworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%
Nuneaton	0	.0%	2	4.1%	0	.0%	0	.0%	0	.0%	0	.0%
Brinklow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	0	.0%	1	2.0%	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%
Market Harborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%
Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
West Haddon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Milton Keynes	0	.0%	1	2.0%	0	.0%	1	5.6%	0	.0%	1	1.6%
	Internet - search engine	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abroad	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%
	Argos, Northway, Clock Towers Shopping Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Blooms of Bressingham, The Straight Mile, Bourton on Dunsmor	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%
	Dunelm Mill, Manning Walk, Clock Towers shopping centre, Rug	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, Sopwith Way, Drayton Field Industrial Estate, Daventr	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%
	Homebase, Myton Road, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ikea, Wendsbury, Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Google	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Screwfix	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tesco Direct	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%
	John Lewis, Field Walk, Central Milton Keynes, Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%
	Junction One, Retail Park, Leicester Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Precinct, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Coventry Arena Retail Park, Classic Drive, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Schoales Carpets & Flooring, Norton Leys, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Strafford Upon Avon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wilkinson, Manning Walk, The Clock Towers Shopping Centre, R	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

**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**

	Base: Exc No other		1		2		3		4		5		6		7		8		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc No other	148	100.0%	12	100.0%	4	100.0%	17	100.0%	16	100.0%	14	100.0%	5	100.0%	8	100.0%	14	100.0%	14	100.0%
No other	101	68.2%	10	83.3%	4	100.0%	9	52.9%	10	62.5%	10	71.4%	3	60.0%	5	62.5%	9	64.3%	8	57.1%
Northampton	6	4.1%	0	.0%	0	.0%	1	5.9%	0	.0%	2	14.3%	0	.0%	0	.0%	0	.0%	1	7.1%
Rugby	6	4.1%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%	0	.0%	1	12.5%	1	7.1%	2	14.3%
Coventry	5	3.4%	0	.0%	0	.0%	1	5.9%	1	6.3%	0	.0%	1	20.0%	0	.0%	1	7.1%	0	.0%
Leamington Spa	5	3.4%	0	.0%	0	.0%	2	11.8%	1	6.3%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%
Banbury	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	14.3%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	3	2.0%	0	.0%	0	.0%	1	5.9%	2	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	3	2.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%
Daventry	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	2	1.4%	2	16.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedworth	1	.7%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cold Ashby	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%
Lutterworth	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%
Market Harborough	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%
Nuneaton	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%
Milton Keynes	2	1.4%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Tachbrook Park Drive, Warwick	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%
Other																				
Leeds	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%
Next, Sixfield Retail Park, Gambrel Rd, Northampton	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Surrey	1	.7%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)



**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**

	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Exc No other	2	100.0%	6	100.0%	5	100.0%	31	100.0%
No other	2	100.0%	5	83.3%	3	60.0%	23	74.2%
Northampton	0	.0%	0	.0%	0	.0%	2	6.5%
Rugby	0	.0%	0	.0%	0	.0%	1	3.2%
Coventry	0	.0%	0	.0%	1	20.0%	0	.0%
Leamington Spa	0	.0%	0	.0%	1	20.0%	0	.0%
Banbury	0	.0%	0	.0%	0	.0%	1	3.2%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	0	.0%	0	.0%	0	.0%	1	3.2%
Daventry	0	.0%	1	16.7%	0	.0%	1	3.2%
Solihull	0	.0%	0	.0%	0	.0%	0	.0%
Bedworth	0	.0%	0	.0%	0	.0%	0	.0%
Cold Ashby	0	.0%	0	.0%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%
Milton Keynes	0	.0%	0	.0%	0	.0%	1	3.2%
Focus, Tachbrook Park Drive, Warwick	0	.0%	0	.0%	0	.0%	0	.0%
Other								
Leeds	0	.0%	0	.0%	0	.0%	0	.0%
Next, Sixfield Retail Park, Gambrel Rd, Northampton	0	.0%	0	.0%	0	.0%	1	3.2%
Surrey	0	.0%	0	.0%	0	.0%	0	.0%

**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**

	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%
Don't buy	359	35.9%	31	28.4%	11	29.7%	56	40.6%	79	45.1%	22	41.5%	10	29.4%	8	21.1%	21	31.3%
Rugby	195	19.5%	2	1.8%	0	.0%	57	41.3%	63	36.0%	6	11.3%	9	26.5%	19	50.0%	0	.0%
Coventry	137	13.7%	54	49.5%	17	45.9%	9	6.5%	16	9.1%	8	15.1%	9	26.5%	5	13.2%	4	6.0%
Daventry	65	6.5%	0	.0%	0	.0%	0	.0%	0	.0%	4	7.5%	0	.0%	0	.0%	0	.0%
Banbury	38	3.8%	0	.0%	0	.0%	0	.0%	1	.6%	4	7.5%	0	.0%	0	.0%	11	16.4%
Northampton	30	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	29	2.9%	1	.9%	0	.0%	0	.0%	0	.0%	6	11.3%	1	2.9%	0	.0%	20	29.9%
Elliot's Field Retail Park, Rugby	18	1.8%	1	.9%	0	.0%	7	5.1%	4	2.3%	1	1.9%	1	2.9%	0	.0%	0	.0%
Leicester	14	1.4%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	1	2.9%	1	2.6%	0	.0%
Market Harborough	12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	8	.8%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	5	.5%	0	.0%	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.9%	0	.0%
Bedworth	3	.3%	0	.0%	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.5%
Birmingham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Baginton	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brierley Hill/Merry Hill	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Crick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	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%
Towcester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**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**

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	B & Q, Brandon Road, Binley Woods, Coventry	22	2.2%	17	15.6%	2	5.4%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.5%
	Homebase, Elliots Field Retail Park, Leicester Road, Rugby	16	1.6%	0	.0%	0	.0%	7	5.1%	5	2.9%	1	1.9%	1	2.9%	2	5.3%	0	.0%
	B & Q, Alvis Retail Park, Hollyhead Road, Coventry	5	.5%	1	.9%	1	2.7%	0	.0%	0	.0%	0	.0%	2	5.9%	0	.0%	1	1.5%
	Focus, Sopwith Way, Drayton Field Industrial Estate, Daventr	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Myton Road, Leamington Spa	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.5%
	B & Q, Bull Head Street, Wigston	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B & Q, Industrial Estate, Marley Way, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B & Q, Riverside Retail Park, Northampton	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Springfield Street, Market Harborough	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	New Buildings, Hinckley, Leicestershire	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson, Clocktowers Shopping Centre, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Abington Decorating Supplies, Stimpson Avenue, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B & Q, Towcester Road, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Corby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dulux Decorator Centres, Somers Road Industrial Estate, Rugb	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Furniture Village, Solihull Gate Retail Park, Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Homebase, Southam Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Screwfix Direct	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Internet - Various	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Wigston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**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**

	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%
Don't buy	4	26.7%	44	41.1%	5	27.8%	17	39.5%	14	26.9%	37	32.2%
Rugby	0	.0%	27	25.2%	1	5.6%	8	18.6%	0	.0%	3	2.6%
Coventry	4	26.7%	9	8.4%	0	.0%	0	.0%	0	.0%	2	1.7%
Daventry	0	.0%	0	.0%	0	.0%	5	11.6%	7	13.5%	49	42.6%
Banbury	0	.0%	0	.0%	0	.0%	0	.0%	21	40.4%	1	.9%
Northampton	0	.0%	0	.0%	2	11.1%	11	25.6%	3	5.8%	14	12.2%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Elliot's Field Retail Park, Rugby	0	.0%	4	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	0	.0%	9	8.4%	2	11.1%	0	.0%	0	.0%	0	.0%
Market Harborough	0	.0%	4	3.7%	7	38.9%	1	2.3%	0	.0%	0	.0%
Hinckley	5	33.3%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	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%
Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Baginton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brierley Hill/Merry Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Crick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Junction 1 Retail & Leisure Park, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Towcester	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Warwick	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Welford	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%

(cont.)

**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**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	B & Q, Brandon Road, Binley Woods, Coventry	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Elliots Field Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B & Q, Alvis Retail Park, Hollyhead Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, Sopwith Way, Drayton Field Industrial Estate, Daventr	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.3%
	Homebase, Myton Road, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B & Q, Bull Head Street, Wigston	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
	B & Q, Industrial Estate, Marley Way, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%
	B & Q, Riverside Retail Park, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Homebase, Springfield Street, Market Harborough	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	New Buildings, Hinckley, Leicestershire	1	6.7%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson, Clocktowers Shopping Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abington Decorating Supplies, Stimpson Avenue, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	B & Q, Towcester Road, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Corby	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
	Dulux Decorator Centres, Somers Road Industrial Estate, Rugb	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Furniture Village, Solihull Gate Retail Park, Solihull	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Southam Road, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Internet - Ebay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Screwfix Direct	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Various	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigston	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	

**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**

	Base: Those buying DIY, decorating supplies		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying DIY, decorating supplies	642	100.0%	78	100.0%	26	100.0%	82	100.0%	96	100.0%	31	100.0%	24	100.0%	30	100.0%	46	100.0%
No other	410	63.9%	61	78.2%	18	69.2%	59	72.0%	56	58.3%	20	64.5%	13	54.2%	17	56.7%	25	54.3%
Coventry	48	7.5%	4	5.1%	1	3.8%	7	8.5%	16	16.7%	3	9.7%	4	16.7%	4	13.3%	6	13.0%
Rugby	47	7.3%	5	6.4%	0	.0%	7	8.5%	11	11.5%	2	6.5%	3	12.5%	3	10.0%	1	2.2%
Daventry	26	4.0%	0	.0%	0	.0%	2	2.4%	1	1.0%	3	9.7%	0	.0%	0	.0%	0	.0%
Northampton	23	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	11	1.7%	1	1.3%	0	.0%	0	.0%	1	1.0%	1	3.2%	0	.0%	0	.0%	8	17.4%
Banbury	8	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%	2	4.3%
Leicester	8	1.2%	0	.0%	0	.0%	1	1.2%	2	2.1%	0	.0%	0	.0%	1	3.3%	0	.0%
Bedworth	6	.9%	0	.0%	4	15.4%	0	.0%	1	1.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Birmingham	3	.5%	0	.0%	0	.0%	1	1.2%	1	1.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Nuneaton	3	.5%	0	.0%	2	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elliot's Field Retail Park, Rugby	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Hinckley	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ketering	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%	0	.0%
Warwick	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%	0	.0%

(cont.)

**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**

		Base: Those buying DIY, decorating supplies		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	B & Q, Alvis Retail Park, Hollyhead Road, Coventry	3	.5%	0	.0%	0	.0%	2	2.4%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B & Q, Brandon Road, Binley Woods, Coventry	3	.5%	0	.0%	1	3.8%	1	1.2%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
	Wickes Building Supplies, Elliots Field Retail Park, Leicest	3	.5%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	4.2%	1	3.3%	0	.0%
	B & Q, Towcester Road, Northampton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, The Shires Retail Park, Tachbrook Park Drive, Warwick	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.3%
	Homebase, Ansty Road, Coventry	2	.3%	2	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Elliots Field Retail Park, Leicester Road, Rugby	2	.3%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Myton Road, Leamington Spa	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.3%
	Homebase, Sir Henry Parkes Road, Canley, Coventry	2	.3%	2	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Screwfix Direct	2	.3%	0	.0%	0	.0%	0	.0%	1	1.0%	1	3.2%	0	.0%	0	.0%	0	.0%
	Milton Keynes	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B & Q, Marley Way, Banbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	High Wycombe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hillmorton	1	.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ikea, Bletcham Way, Bletchley, Milton Keynes	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%	0	.0%
	Internet - B & Q	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	1	.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Homebase	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Madden's, Hillmorton Road, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Meadowhall Ltd, The Oasis, Sheffield	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Wickes, Radford Road, Coventry	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Woodforth Halse	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**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**

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying DIY, decorating supplies	11	100.0%	63	100.0%	13	100.0%	26	100.0%	38	100.0%	78	100.0%
No other	8	72.7%	37	58.7%	7	53.8%	17	65.4%	23	60.5%	49	62.8%
Coventry	0	.0%	3	4.8%	0	.0%	0	.0%	0	.0%	0	.0%
Rugby	0	.0%	9	14.3%	2	15.4%	1	3.8%	0	.0%	3	3.8%
Daventry	0	.0%	0	.0%	1	7.7%	4	15.4%	6	15.8%	9	11.5%
Northampton	0	.0%	2	3.2%	2	15.4%	4	15.4%	3	7.9%	12	15.4%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	0	.0%	0	.0%	0	.0%	0	.0%	3	7.9%	2	2.6%
Leicester	0	.0%	4	6.3%	0	.0%	0	.0%	0	.0%	0	.0%
Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	1	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elliot's Field Retail Park, Rugby	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	1	9.1%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	0	.0%	2	3.2%	0	.0%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Ketering	0	.0%	0	.0%	1	7.7%	0	.0%	0	.0%	0	.0%
Market Harborough	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)



**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**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	B & Q, Alvis Retail Park, Hollyhead Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B & Q, Brandon Road, Binley Woods, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wickes Building Supplies, Elliots Field Retail Park, Leicest	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B & Q, Towcester Road, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	1	1.3%
	Focus, The Shires Retail Park, Tachbrook Park Drive, Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Ansty Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Elliots Field Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Myton Road, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Sir Henry Parkes Road, Canley, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Screwfix Direct	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.6%
	B & Q, Marley Way, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Cardiff	1	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	High Wycombe	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Hillmorton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ikea, Bletcham Way, Bletchley, Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - B & Q	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Homebase	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Madden's, Hillmorton Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Meadowhall Ltd, The Oasis, Sheffield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Wickes, Radford Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Woodforth Halse	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	

**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**

	Base: Exc No other		1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc No other	232	100.0%	17	100.0%	8	100.0%	23	100.0%	40	100.0%	11	100.0%	11	100.0%	13	100.0%	21	100.0%	3	100.0%
No other	188	81.0%	15	88.2%	7	87.5%	18	78.3%	33	82.5%	6	54.5%	9	81.8%	10	76.9%	15	71.4%	2	66.7%
Coventry	10	4.3%	1	5.9%	0	.0%	1	4.3%	1	2.5%	0	.0%	1	9.1%	1	7.7%	2	9.5%	0	.0%
Banbury	5	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%	2	9.5%	0	.0%
Rugby	4	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.7%	0	.0%	0	.0%
Leamington Spa	3	1.3%	0	.0%	0	.0%	0	.0%	1	2.5%	1	9.1%	0	.0%	0	.0%	1	4.8%	0	.0%
Leicester	3	1.3%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	33.3%
Brinklow	2	.9%	0	.0%	0	.0%	1	4.3%	1	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northampton	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	2	.9%	0	.0%	1	12.5%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%	0	.0%
Daventry	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%	0	.0%	0	.0%
Other																				
BI Johnstons, Cavan Way, Binley Industrial Estate, Coventry	1	.4%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue - Screwfix Direct	1	.4%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Sopwith Way, Daventry	1	.4%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Weedon Road, Northampton	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Wednesbury Park Lane, Wednesbury, Birmingham	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%	0	.0%
Internet - Ebay	1	.4%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Screwfix Direct	1	.4%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leeds	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.7%	0	.0%	0	.0%
Nottingham	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%	0	.0%	0	.0%
Wickes Building Supplies, Elliotts Field Retail Park, Leices	1	.4%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc No other		26	100.0%	6	100.0%	9	100.0%	15	100.0%	29	100.0%
No other		20	76.9%	5	83.3%	9	100.0%	13	86.7%	26	89.7%
Coventry		2	7.7%	1	16.7%	0	.0%	0	.0%	0	.0%
Banbury		0	.0%	0	.0%	0	.0%	1	6.7%	1	3.4%
Rugby		3	11.5%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester		1	3.8%	0	.0%	0	.0%	0	.0%	0	.0%
Brinklow		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northampton		0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%
Solihull		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry		0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%
Stratford upon Avon		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
BI Johnstons, Cavan Way, Binley Industrial Estate, Coventry		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue - Screwfix Direct		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Sopwith Way, Daventry		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Weedon Road, Northampton		0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%
Other		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Wednesbury Park Lane, Wednesbury, Birmingham		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Ebay		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Screwfix Direct		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leeds		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nottingham		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wickes Building Supplies, Elliotts Field Retail Park, Leices		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

**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, TVs, DVD/CD players and photographic equipment)? 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%
Don't buy	444	44.4%	49	45.0%	25	67.6%	66	47.8%	87	49.7%	26	49.1%	13	38.2%	14	36.8%	29	43.3%
Rugby	189	18.9%	2	1.8%	0	.0%	50	36.2%	68	38.9%	6	11.3%	9	26.5%	17	44.7%	1	1.5%
Coventry	71	7.1%	43	39.4%	6	16.2%	2	1.4%	4	2.3%	4	7.5%	5	14.7%	0	.0%	2	3.0%
Northampton	32	3.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	28	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	7	13.2%	0	.0%	0	.0%	19	28.4%
Banbury	27	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	7	10.4%
Daventry	21	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	15	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Leicester	13	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	8	.8%	0	.0%	0	.0%	3	2.2%	1	.6%	0	.0%	1	2.9%	1	2.6%	0	.0%
Fosse Park, Leicester	7	.7%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	5	.5%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	2.6%	1	1.5%
Elliot's Field Retail Park, Rugby	5	.5%	0	.0%	0	.0%	1	.7%	2	1.1%	1	1.9%	0	.0%	0	.0%	1	1.5%
Nuneaton	5	.5%	0	.0%	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	4	.4%	2	1.8%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.5%
Southam	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	1	1.5%
Hinckley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	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%
Ketering	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Orchard Retail Park, Coventry	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Warwick	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Crick	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Nene Valley Retail Park, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	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%

(cont.)

**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, TVs, DVD/CD players and photographic equipment)? MOST MONEY SPENT**

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Various	18	1.8%	2	1.8%	0	.0%	3	2.2%	1	.6%	0	.0%	1	2.9%	0	.0%	2	3.0%
	Currys, Junction One Retail Park, Leicester Road, Rugby	10	1.0%	0	.0%	0	.0%	1	.7%	5	2.9%	0	.0%	0	.0%	0	.0%	1	1.5%
	Internet - Currys	7	.7%	1	.9%	0	.0%	1	.7%	1	.6%	1	1.9%	0	.0%	0	.0%	0	.0%
	Milton Keynes	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Littlewoods	4	.4%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet- John Lewis	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Internet - Comet	4	.4%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	1	1.5%
	Comet, Elliots Field Retail Park, Leicester Road, Rugby	3	.3%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Comet, Riverside Retail Park, Northampton	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, High Street, Daventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Currys, Fairground Way, Riverside Retail Park, Northampton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Edison Electrical Co, High Street, Daventry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Amazon	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	1	2.6%	0	.0%
	Abroad	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Abbey Gate Shopping Precinct, Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Hinkley, Leicestershire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Alvis Retail Park, Hollyhead Rd, Coventry	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Blinkhorns, South Bar, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Choice	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Great Universal	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Kaleidoscope	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Co-op Electrix, Sheep Street, Rugby	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comet, Alvis Retail Park, HolyHead Rd, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Currys, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	

(cont.)

**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, TVs, DVD/CD players and photographic equipment)? MOST MONEY SPENT**

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Currys, Nene Valley Retail Park, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Orchard Road Retail Park, London Road, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gallagher Retail Park, Coventry	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Elliots Field Retail Park, Rugby	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet- QVC	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - 123.com	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - 365 Electrical	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Appliance website	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Appollo	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Dabs.com	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Deal time	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Internet - Dell	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Dixons	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Play.com	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tesco Direct	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Dunchurch Road, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Junction One Retail Park, Leicester Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Morrisons, Brandon Road, Binley, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sony Centre, Lower Precinct, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tamworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Tesco, Arena Retail Park, Classic Drive, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, Olivier Way, Cross Point, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Wigston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**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, TVs, DVD/CD players and photographic equipment)? 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%
Don't buy	5	33.3%	42	39.3%	5	27.8%	16	37.2%	26	50.0%	41	35.7%
Rugby	0	.0%	16	15.0%	4	22.2%	6	14.0%	0	.0%	10	8.7%
Coventry	1	6.7%	2	1.9%	0	.0%	0	.0%	0	.0%	2	1.7%
Northampton	0	.0%	0	.0%	1	5.6%	13	30.2%	0	.0%	17	14.8%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	1	.9%
Banbury	0	.0%	0	.0%	0	.0%	0	.0%	15	28.8%	3	2.6%
Daventry	0	.0%	0	.0%	0	.0%	2	4.7%	1	1.9%	18	15.7%
Lutterworth	0	.0%	14	13.1%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	2	13.3%	9	8.4%	0	.0%	1	2.3%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
Fosse Park, Leicester	0	.0%	6	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	0	.0%	3	2.8%	4	22.2%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
Elliot's Field Retail Park, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	1	6.7%	1	.9%	1	5.6%	0	.0%	0	.0%	0	.0%
Solihull	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	2	13.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ketering	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Orchard Retail Park, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Crick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nene Valley Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Riverside Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%

(cont.)

**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, TVs, DVD/CD players and photographic equipment)? MOST MONEY SPENT**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Various	0	.0%	1	.9%	2	11.1%	1	2.3%	3	5.8%	2	1.7%
	Currys, Junction One Retail Park, Leicester Road, Rugby	1	6.7%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
	Internet - Currys	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	1	.9%
	Milton Keynes	0	.0%	0	.0%	1	5.6%	0	.0%	1	1.9%	3	2.6%
	Catalogue - Littlewoods	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	2	1.7%
	Internet- John Lewis	0	.0%	1	.9%	0	.0%	0	.0%	1	1.9%	1	.9%
	Internet - Comet	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Comet, Elliots Field Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Riverside Retail Park, Northampton	0	.0%	0	.0%	0	.0%	2	4.7%	0	.0%	1	.9%
	Argos, High Street, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Currys, Fairground Way, Riverside Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%
	Edison Electrical Co, High Street, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%
	Internet - Amazon	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
	Internet - Ebay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abroad	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Abbey Gate Shopping Precinct, Nuneaton	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Hinkley, Leicestershire	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Alvis Retail Park, Hollyhead Rd, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Blinkhorns, South Bar, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Catalogue - Choice	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Great Universal	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Kaleidoscope	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op Electrix, Sheep Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Comet, Alvis Retail Park, HolyHead Rd, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Currys, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)



**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, TVs, DVD/CD players and photographic equipment)? MOST MONEY SPENT**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Currys, Nene Valley Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Currys, Orchard Road Retail Park, London Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gallagher Retail Park, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Elliots Field Retail Park, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet- QVC	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - 123.com	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - 365 Electrical	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Appliance website	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Appollo	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Dabs.com	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Internet - Deal time	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Dell	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Dixons	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Play.com	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Internet - Tesco Direct	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Sainsburys, Dunchurch Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Junction One Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Brandon Road, Binley, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sony Centre, Lower Precinct, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tamworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Arena Retail Park, Classic Drive, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, Olivier Way, Cross Point, Coventry	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Wigston	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	

**Q7b. Apart from Q7a, where else have you visited to buy electrical and domestic appliances when you're not undertaking your Christmas shopping?  
SECOND MOST MONEY SPENT**

	Base: Those buying electrical/ domestic appliances		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying electrical/ domestic appliances	557	100.0%	60	100.0%	12	100.0%	72	100.0%	88	100.0%	27	100.0%	21	100.0%	24	100.0%	38	100.0%
No other	425	76.3%	46	76.7%	10	83.3%	58	80.6%	73	83.0%	21	77.8%	12	57.1%	17	70.8%	22	57.9%
Coventry	24	4.3%	4	6.7%	1	8.3%	3	4.2%	8	9.1%	1	3.7%	3	14.3%	1	4.2%	3	7.9%
Northampton	13	2.3%	0	.0%	0	.0%	1	1.4%	0	.0%	2	7.4%	0	.0%	0	.0%	0	.0%
Leamington Spa	11	2.0%	1	1.7%	0	.0%	0	.0%	1	1.1%	1	3.7%	1	4.8%	0	.0%	6	15.8%
Rugby	11	2.0%	0	.0%	0	.0%	3	4.2%	3	3.4%	0	.0%	1	4.8%	1	4.2%	0	.0%
Leicester	8	1.4%	0	.0%	0	.0%	2	2.8%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
Daventry	6	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	5	.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	7.4%	0	.0%	0	.0%	1	2.6%
Birmingham	2	.4%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
Elliots Field Retail Park, Rugby	2	.4%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	1	4.8%	0	.0%	0	.0%
Fosse Park, Leicester	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	2	.4%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Orchard Retail Park, Coventry	2	.4%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	2	.4%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
Baginton	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	1	.2%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q7b. Apart from Q7a, where else have you visited to buy electrical and domestic appliances when you're not undertaking your Christmas shopping?  
SECOND MOST MONEY SPENT**

		Base: Those buying electrical/ domestic appliances		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Comet	3	.5%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Various	3	.5%	1	1.7%	0	.0%	1	1.4%	0	.0%	0	.0%	1	4.8%	0	.0%	0	.0%
	Currys, Junction One Retail Park, Leicester Road, Rugby.	2	.4%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	1	4.8%	0	.0%	0	.0%
	Internet - ebay	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton Keynes	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Leicester Road, Rugby	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	1	2.6%
	Argos, Clock Towers Shopping Centre, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%	0	.0%	0	.0%
	Argos, St Mary's Place, Market Harborough	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Alvis Retail Park, Hollyhead Road	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
	Cardiff City Centre	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Gratton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
	Catalogue - Great Universal	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
	Catalogue - Littlewoods	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Elliots field retail park, Leicester Rd, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Nene Valley Retail Park, Northampton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Orchard Retail Park, London Rd, Coventry	1	.2%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ebesham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%
	Internet- ASOS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet- Various	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Amazon	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Currys	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
	Internet - Kelkoo	1	.2%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tesco	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - www.mediashak.com	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%	
Sainsburys, Bilton Fields, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q7b. Apart from Q7a, where else have you visited to buy electrical and domestic appliances when you're not undertaking your Christmas shopping?  
SECOND MOST MONEY SPENT**

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying electrical/ domestic appliances	10	100.0%	65	100.0%	13	100.0%	27	100.0%	26	100.0%	74	100.0%
No other	8	80.0%	46	70.8%	12	92.3%	22	81.5%	18	69.2%	60	81.1%
Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northampton	0	.0%	0	.0%	1	7.7%	2	7.4%	1	3.8%	6	8.1%
Leamington Spa	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Rugby	0	.0%	3	4.6%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	1	10.0%	4	6.2%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry	0	.0%	0	.0%	0	.0%	0	.0%	2	7.7%	4	5.4%
Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	1	1.4%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elliots Field Retail Park, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	1	10.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Orchard Retail Park, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%
Baginton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welton	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7b. Apart from Q7a, where else have you visited to buy electrical and domestic appliances when you're not undertaking your Christmas shopping?  
**SECOND MOST MONEY SPENT**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Comet	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	1	1.4%
	Internet - Various	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Junction One Retail Park, Leicester Road, Rugby.	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - ebay	0	.0%	1	1.5%	0	.0%	0	.0%	1	3.8%	0	.0%
	Milton Keynes	0	.0%	0	.0%	0	.0%	2	7.4%	0	.0%	0	.0%
	Tesco, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Clock Towers Shopping Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, St Mary's Place, Market Harborough	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Alvis Retail Park, Hollyhead Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff City Centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Gratton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Great Universal	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Littlewoods	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Comet, Elliots field retail park, Leicester Rd, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Nene Valley Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%
	Currys, Orchard Retail Park, London Rd, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ebesham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet- ASOS	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet- Various	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Amazon	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%
	Internet - Currys	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Kelkoo	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tesco	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%
	Internet - www.mediashak.com	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsburys, Bilton Fields, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

**Q7c. And where else have you visited to buy electrical and domestic appliances when you're not undertaking your Christmas shopping? THIRD MOST MONEY SPENT**

		Base: Exc No other		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc No other		132	100.0%	14	100.0%	2	100.0%	14	100.0%	15	100.0%	6	100.0%	9	100.0%	7	100.0%	16	100.0%	2	100.0%
No other		100	75.8%	13	92.9%	1	50.0%	7	50.0%	10	66.7%	3	50.0%	6	66.7%	4	57.1%	13	81.3%	1	50.0%
Coventry		6	4.5%	0	.0%	0	.0%	2	14.3%	0	.0%	1	16.7%	1	11.1%	0	.0%	1	6.3%	0	.0%
Rugby		4	3.0%	0	.0%	0	.0%	1	7.1%	1	6.7%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%
Banbury		3	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	16.7%	0	.0%	0	.0%	1	6.3%	0	.0%
Leamington Spa		2	1.5%	0	.0%	0	.0%	0	.0%	1	6.7%	1	16.7%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham		1	.8%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon		1	.8%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brinklow		1	.8%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cold Ashby		1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%
Leicester		1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northampton		1	.8%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Stoney Stanton Road, Coventry		2	1.5%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
Internet - Amazon		2	1.5%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%
Currys, Junction One Retail Park, Leicester Road, Rugby		1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
Internet - Argos		1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - eBay		1	.8%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - ebayer		1	.8%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet, Argos		1	.8%	0	.0%	1	50.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leeds		1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%	0	.0%
PC World, London Road, Coventry		1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	50.0%

(cont.)

Q7c. And where else have you visited to buy electrical and domestic appliances when you're not undertaking your Christmas shopping? THIRD MOST MONEY SPENT

	10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc No other	19	100.0%	1	100.0%	5	100.0%	8	100.0%	14	100.0%
No other	16	84.2%	1	100.0%	5	100.0%	7	87.5%	13	92.9%
Coventry	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%
Rugby	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%
Banbury	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brinklow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cold Ashby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%
Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other										
Gallagher Retail Park, Stoney Stanton Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Amazon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Junction One Retail Park, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Argos	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - eBay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - ebayer	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet, Argos	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leeds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PC World, London Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

**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**

	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%
Don't buy	378	37.8%	41	37.6%	18	48.6%	49	35.5%	68	38.9%	27	50.9%	12	35.3%	9	23.7%	22	32.8%
Rugby	197	19.7%	5	4.6%	0	.0%	61	44.2%	75	42.9%	3	5.7%	10	29.4%	15	39.5%	1	1.5%
Coventry	84	8.4%	48	44.0%	11	29.7%	7	5.1%	3	1.7%	0	.0%	8	23.5%	4	10.5%	0	.0%
Leamington Spa	51	5.1%	4	3.7%	0	.0%	3	2.2%	6	3.4%	11	20.8%	1	2.9%	0	.0%	23	34.3%
Banbury	35	3.5%	0	.0%	0	.0%	1	.7%	0	.0%	4	7.5%	0	.0%	0	.0%	12	17.9%
Daventry	31	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Northampton	28	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	14	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Fosse Park, Leicester	13	1.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	8	.8%	0	.0%	3	8.1%	0	.0%	1	.6%	0	.0%	0	.0%	1	2.6%	0	.0%
Birmingham	5	.5%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	2	5.3%	0	.0%
Hinckley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Solihull	3	.3%	1	.9%	0	.0%	0	.0%	1	.6%	1	1.9%	0	.0%	0	.0%	0	.0%
Bedworth	2	.2%	0	.0%	1	2.7%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brinklow	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
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%
Baginton	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dunchurch	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Elliot's Field Retail Park, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Long Buckby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nene Valley Retail Park, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sixfields Retail Park, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Towcester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Warwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%

(cont.)



**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**

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Amazon	30	3.0%	1	.9%	0	.0%	7	5.1%	4	2.3%	1	1.9%	0	.0%	2	5.3%	1	1.5%
	Abroad	14	1.4%	1	.9%	1	2.7%	0	.0%	2	1.1%	0	.0%	1	2.9%	0	.0%	2	3.0%
	Internet - Ebay	10	1.0%	0	.0%	0	.0%	1	.7%	2	1.1%	1	1.9%	0	.0%	1	2.6%	1	1.5%
	Internet - Various	10	1.0%	2	1.8%	0	.0%	2	1.4%	0	.0%	1	1.9%	0	.0%	0	.0%	1	1.5%
	Milton Keynes	9	.9%	0	.0%	1	2.7%	0	.0%	3	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Avon	7	.7%	0	.0%	0	.0%	1	.7%	2	1.1%	0	.0%	0	.0%	1	2.6%	0	.0%
	London	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, West Orchard Shopping Centre, Smithford Way, Cove	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - ASOS	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Waterstones	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Gscalemad website	2	.2%	0	.0%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Play	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	John Lewis, Milton Keynes	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Junction 1 Retail and Leisure Park, Leicester Road, R	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Bromsgrove	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Buckinghamshire	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - The Book People	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - Classic Confidence	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Catalogue - World Books	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cornwall town centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Exeter	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Fosse Park Shopping centre, Fosse Park Avenue, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - BCA bookclub, website	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Laura Ashley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Next, Clock Towers Shopping Centre, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	
Party Animal, Castle Quay Shopping Centre, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
TV - Price Drop TV	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**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**

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Staverton Park Golf Club, Staverton Park, Staverton, Daventr	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Strafford Upon Avon	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Dorchester Way, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TV - Bid TV	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TV - Gems	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TV - QVC	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**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**

	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%
Don't buy	7	46.7%	40	37.4%	7	38.9%	9	20.9%	21	40.4%	48	41.7%
Rugby	0	.0%	12	11.2%	2	11.1%	9	20.9%	0	.0%	4	3.5%
Coventry	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	1	.9%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.6%
Banbury	0	.0%	0	.0%	0	.0%	0	.0%	15	28.8%	3	2.6%
Daventry	0	.0%	0	.0%	0	.0%	4	9.3%	2	3.8%	24	20.9%
Northampton	0	.0%	1	.9%	2	11.1%	14	32.6%	1	1.9%	10	8.7%
Leicester	1	6.7%	12	11.2%	0	.0%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	1	6.7%	9	8.4%	1	5.6%	0	.0%	0	.0%	1	.9%
Market Harborough	0	.0%	5	4.7%	4	22.2%	0	.0%	0	.0%	0	.0%
Lutterworth	0	.0%	8	7.5%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	2	13.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	1	.9%
Hinckley	2	13.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	0	.0%	1	.9%	0	.0%	1	2.3%	0	.0%	0	.0%
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%
Brinklow	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ketering	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	1	.9%
Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baginton	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%
Elliot's Field Retail Park, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Long Buckby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Nene Valley Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Sixfields Retail Park, Northampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Towcester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**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**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Amazon	0	.0%	1	.9%	1	5.6%	1	2.3%	7	13.5%	4	3.5%
	Abroad	1	6.7%	3	2.8%	0	.0%	0	.0%	2	3.8%	1	.9%
	Internet - Ebay	0	.0%	1	.9%	0	.0%	1	2.3%	1	1.9%	1	.9%
	Internet - Various	1	6.7%	2	1.9%	0	.0%	0	.0%	0	.0%	1	.9%
	Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.3%
	Catalogue - Avon	0	.0%	1	.9%	0	.0%	1	2.3%	0	.0%	1	.9%
	London	0	.0%	2	1.9%	0	.0%	0	.0%	1	1.9%	0	.0%
	Debenhams, West Orchard Shopping Centre, Smithford Way, Cove	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - ASOS	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
	Internet - Waterstones	0	.0%	1	.9%	1	5.6%	0	.0%	0	.0%	0	.0%
	Internet - Gscalemad website	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Play	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Milton Keynes	0	.0%	0	.0%	0	.0%	2	4.7%	0	.0%	0	.0%
	Boots, Junction 1 Retail and Leisure Park, Leicester Road, R	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bromsgrove	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buckinghamshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - The Book People	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Catalogue - Classic Confidence	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue - World Books	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cornwall town centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Exeter	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fosse Park Shopping centre, Fosse Park Avenue, Leicester	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - BCA bookclub, website	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Laura Ashley	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Next, Clock Towers Shopping Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Party Animal, Castle Quay Shopping Centre, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	
TV - Price Drop TV	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

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

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Staverton Park Golf Club, Staverton Park, Staverton, Daventr	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Strafford Upon Avon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Dorchester Way, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TV - Bid TV	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TV - Gems	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	TV - QVC	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

**Q8b. Apart from Q8a, where else have you visited to buy personal and luxury goods when you're not undertaking your Christmas shopping?  
SECOND MOST MONEY SPENT**

	Base: Those buying personal/ luxury goods		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying personal/ luxury goods	623	100.0%	68	100.0%	19	100.0%	89	100.0%	107	100.0%	26	100.0%	22	100.0%	29	100.0%	45	100.0%
No other	392	62.9%	48	70.6%	9	47.4%	60	67.4%	73	68.2%	15	57.7%	12	54.5%	17	58.6%	24	53.3%
Coventry	38	6.1%	3	4.4%	3	15.8%	6	6.7%	10	9.3%	2	7.7%	2	9.1%	3	10.3%	5	11.1%
Leamington Spa	29	4.7%	6	8.8%	0	.0%	3	3.4%	6	5.6%	1	3.8%	1	4.5%	1	3.4%	6	13.3%
Rugby	29	4.7%	2	2.9%	0	.0%	6	6.7%	6	5.6%	4	15.4%	2	9.1%	1	3.4%	0	.0%
Northampton	18	2.9%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%
Banbury	13	2.1%	0	.0%	0	.0%	0	.0%	1	.9%	2	7.7%	0	.0%	0	.0%	5	11.1%
Birmingham	12	1.9%	2	2.9%	1	5.3%	3	3.4%	1	.9%	0	.0%	0	.0%	1	3.4%	1	2.2%
Daventry	9	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%
Leicester	9	1.4%	0	.0%	0	.0%	2	2.2%	2	1.9%	0	.0%	0	.0%	2	6.9%	0	.0%
Nuneaton	4	.6%	0	.0%	3	15.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	3	.5%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baginton	2	.3%	0	.0%	1	5.3%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	2	.3%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedworth	1	.2%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brierley Hill/Merry Hill	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%
Watford (Northamptonshire)	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8b. Apart from Q8a, where else have you visited to buy personal and luxury goods when you're not undertaking your Christmas shopping?  
SECOND MOST MONEY SPENT**

		Base: Those buying personal/ luxury goods		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Amazon	12	1.9%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	3	13.6%	1	3.4%	1	2.2%
	Milton Keynes	7	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%
	London	4	.6%	0	.0%	0	.0%	1	1.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Abroad	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%
	Catalogue - Avon	2	.3%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tesco Direct	2	.3%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%
	Internet - Various	2	.3%	1	1.5%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Bowen Square, Daventry	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Fosse Park, Leicester	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Junction One, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Borders, Grove Farm Triangle, Narborough Road South, Enderby	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bristol City Centre	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cannon Park Shopping Centre, Lynchgate Road, Coventry	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff City Centre	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Devon - on holiday visiting parents	1	.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Exmouth	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Fosse Shopping Park, Fosse Park Avenue, Leicester	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Heart of The Shires, Watling Street, Norton, Daventry	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Helsby	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Holy Island - Northumberland	1	.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Fat Face	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%
	Internet - Orvis	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tiffany's (www.tiffany.com)	1	.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lincoln Town Centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Monsoon Accessorize, Castle Quay, Banbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Oxford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

**Q8b. Apart from Q8a, where else have you visited to buy personal and luxury goods when you're not undertaking your Christmas shopping?  
SECOND MOST MONEY SPENT**

		Base: Those buying personal/ luxury goods		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsburys, Bilton Fields, Rugby	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Surrey	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	The Cotswolds	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%
	Wellsbourne Market	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%

(cont.)



**Q8b. Apart from Q8a, where else have you visited to buy personal and luxury goods when you're not undertaking your Christmas shopping?  
SECOND MOST MONEY SPENT**

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying personal/ luxury goods	8	100.0%	67	100.0%	11	100.0%	34	100.0%	31	100.0%	67	100.0%
No other	4	50.0%	40	59.7%	5	45.5%	22	64.7%	15	48.4%	48	71.6%
Coventry	0	.0%	4	6.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	0	.0%	1	1.5%	0	.0%	0	.0%	2	6.5%	2	3.0%
Rugby	0	.0%	5	7.5%	2	18.2%	1	2.9%	0	.0%	0	.0%
Northampton	0	.0%	1	1.5%	2	18.2%	5	14.7%	3	9.7%	4	6.0%
Banbury	0	.0%	0	.0%	0	.0%	0	.0%	4	12.9%	1	1.5%
Birmingham	0	.0%	3	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry	0	.0%	0	.0%	0	.0%	1	2.9%	3	9.7%	4	6.0%
Leicester	0	.0%	2	3.0%	0	.0%	0	.0%	1	3.2%	0	.0%
Nuneaton	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	2	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baginton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	0	.0%	2	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	0	.0%	0	.0%	1	9.1%	1	2.9%	0	.0%	0	.0%
Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brierley Hill/Merry Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Watford (Northamptonshire)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q8b. Apart from Q8a, where else have you visited to buy personal and luxury goods when you're not undertaking your Christmas shopping?  
SECOND MOST MONEY SPENT**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Internet - Amazon	0	.0%	4	6.0%	0	.0%	2	5.9%	0	.0%	0	.0%
	Milton Keynes	0	.0%	0	.0%	0	.0%	2	5.9%	1	3.2%	3	4.5%
	London	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	1	1.5%
	Abroad	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%	0	.0%
	Catalogue - Avon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Internet - Tesco Direct	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Various	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Bowen Square, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Boots, Fosse Park, Leicester	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Junction One, Rugby	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Borders, Grove Farm Triangle, Narborough Road South, Enderby	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Bristol City Centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cannon Park Shopping Centre, Lynchgate Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff City Centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Devon - on holiday visiting parents	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Exmouth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fosse Shopping Park, Fosse Park Avenue, Leicester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Heart of The Shires, Watling Street, Norton, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Helsby	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Holy Island - Northumberland	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Fat Face	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Orvis	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet - Tiffany's (www.tiffany.com)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lincoln Town Centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Monsoon Accessorize, Castle Quay, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	
Oxford	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	

(cont.)

Q8b. Apart from Q8a, where else have you visited to buy personal and luxury goods when you're not undertaking your Christmas shopping?  
**SECOND MOST MONEY SPENT**

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsburys, Bilton Fields, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Surrey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Cotswolds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wellsbourne Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q8c. And where else have you visited to buy personal and luxury goods when you're not undertaking your Christmas shopping? THIRD MOST MONEY SPENT

	Base: Exc No other		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc No other	231	100.0%	20	100.0%	10	100.0%	29	100.0%	34	100.0%	11	100.0%	10	100.0%	12	100.0%	21	100.0%
No other	161	69.7%	14	70.0%	6	60.0%	20	69.0%	23	67.6%	7	63.6%	7	70.0%	5	41.7%	11	52.4%
Rugby	8	3.5%	0	.0%	0	.0%	1	3.4%	0	.0%	1	9.1%	1	10.0%	2	16.7%	0	.0%
Banbury	7	3.0%	0	.0%	0	.0%	1	3.4%	2	5.9%	0	.0%	0	.0%	0	.0%	4	19.0%
Coventry	7	3.0%	0	.0%	1	10.0%	0	.0%	0	.0%	0	.0%	1	10.0%	2	16.7%	3	14.3%
Leamington Spa	7	3.0%	1	5.0%	0	.0%	1	3.4%	1	2.9%	2	18.2%	0	.0%	0	.0%	1	4.8%
Birmingham	6	2.6%	0	.0%	0	.0%	4	13.8%	1	2.9%	0	.0%	0	.0%	1	8.3%	0	.0%
Northampton	5	2.2%	0	.0%	0	.0%	2	6.9%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	5	2.2%	2	10.0%	2	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	3	1.3%	1	5.0%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%	0	.0%
Fosse Park, Leicester	2	.9%	1	5.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	2	.9%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Baginton	1	.4%	0	.0%	1	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elliots Field Retail Park, Rugby	1	.4%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	1	.4%	1	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welton	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	2	.9%	0	.0%	0	.0%	0	.0%	2	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	1	.4%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Charity shops	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Internet - HMV	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Play.com	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Other	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%
Leeds	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%
Morton-in-the-Marsh Market	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%	0	.0%	0	.0%
Tesco, Leicester Road, Rugby	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waterstone's Booksellers, Market Street, Leicester	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8c. And where else have you visited to buy personal and luxury goods when you're not undertaking your Christmas shopping? THIRD MOST MONEY SPENT

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc No other	4	100.0%	27	100.0%	6	100.0%	12	100.0%	16	100.0%	19	100.0%
No other	4	100.0%	18	66.7%	5	83.3%	11	91.7%	14	87.5%	16	84.2%
Rugby	0	.0%	1	3.7%	1	16.7%	0	.0%	0	.0%	1	5.3%
Banbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.3%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northampton	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	1	5.3%
Nuneaton	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%
Fosse Park, Leicester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Baginton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%
Elliots Field Retail Park, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welton	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%
London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Charity shops	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - HMV	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Play.com	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet - Timberland	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leeds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morton-in-the-Marsh Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Leicester Road, Rugby	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Waterstone's Booksellers, Market Street, Leicester	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%

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

	Base: All respondents		1		2		3		4		5		6		7		8		9		
	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%
Car/van (as driver)	659	65.8%	74	67.9%	21	56.8%	67	48.6%	106	60.6%	39	73.6%	26	76.5%	27	71.1%	43	64.2%	10	66.7%	
Car/van (as passenger)	148	14.8%	18	16.5%	9	24.3%	20	14.5%	26	14.9%	8	15.1%	0	.0%	3	7.9%	14	20.9%	2	13.3%	
Bus/coach	108	10.8%	15	13.8%	5	13.5%	19	13.8%	30	17.1%	1	1.9%	5	14.7%	5	13.2%	4	6.0%	2	13.3%	
Walk	49	4.9%	1	.9%	2	5.4%	21	15.2%	5	2.9%	2	3.8%	0	.0%	1	2.6%	4	6.0%	0	.0%	
Train	12	1.2%	1	.9%	0	.0%	4	2.9%	1	.6%	1	1.9%	0	.0%	2	5.3%	0	.0%	0	.0%	
Taxi	9	.9%	0	.0%	0	.0%	3	2.2%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	
Bicycle	7	.7%	0	.0%	0	.0%	2	1.4%	4	2.3%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Goods delivered	6	.6%	0	.0%	0	.0%	2	1.4%	1	.6%	1	1.9%	1	2.9%	0	.0%	1	1.5%	0	.0%	
Moped/motorcycle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	
Other	Electric mobility scooter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%
	Park & Ride	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%

(cont.)

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

	10		11		12		13		14		
	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	107	100.0%	18	100.0%	43	100.0%	52	100.0%	115	100.0%	
Car/van (as driver)	80	74.8%	16	88.9%	37	86.0%	39	75.0%	74	64.3%	
Car/van (as passenger)	18	16.8%	2	11.1%	3	7.0%	6	11.5%	19	16.5%	
Bus/coach	6	5.6%	0	.0%	1	2.3%	4	7.7%	11	9.6%	
Walk	3	2.8%	0	.0%	0	.0%	1	1.9%	9	7.8%	
Train	0	.0%	0	.0%	2	4.7%	1	1.9%	0	.0%	
Taxi	0	.0%	0	.0%	0	.0%	1	1.9%	2	1.7%	
Bicycle	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Goods delivered	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Moped/motorcycle	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Other	Electric mobility scooter	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Park & Ride	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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

	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
Rugby	272	27.2%	10	9.2%	0	.0%	83	60.1%	104	59.4%	6	11.3%	17	50.0%	21	55.3%	1	1.5%
Don't go	237	23.7%	25	22.9%	11	29.7%	37	26.8%	41	23.4%	15	28.3%	6	17.6%	10	26.3%	10	14.9%
Coventry	76	7.6%	47	43.1%	12	32.4%	3	2.2%	9	5.1%	1	1.9%	3	8.8%	0	.0%	0	.0%
Leamington Spa	61	6.1%	7	6.4%	1	2.7%	1	.7%	2	1.1%	12	22.6%	2	5.9%	1	2.6%	31	46.3%
Daventry	52	5.2%	0	.0%	0	.0%	1	.7%	1	.6%	2	3.8%	0	.0%	0	.0%	0	.0%
Northampton	43	4.3%	0	.0%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	41	4.1%	0	.0%	0	.0%	1	.7%	2	1.1%	0	.0%	0	.0%	1	2.6%	0	.0%
Banbury	27	2.7%	0	.0%	0	.0%	0	.0%	1	.6%	3	5.7%	0	.0%	0	.0%	7	10.4%
Leicester	22	2.2%	1	.9%	1	2.7%	1	.7%	2	1.1%	0	.0%	0	.0%	1	2.6%	0	.0%
Southam	12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	10	14.9%
Birmingham	10	1.0%	2	1.8%	0	.0%	1	.7%	1	.6%	1	1.9%	0	.0%	0	.0%	0	.0%
Crick	10	1.0%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Dunchurch	10	1.0%	2	1.8%	0	.0%	1	.7%	3	1.7%	2	3.8%	1	2.9%	0	.0%	0	.0%
Warwick	8	.8%	1	.9%	0	.0%	1	.7%	1	.6%	0	.0%	0	.0%	1	2.6%	2	3.0%
Market Harborough	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
West Haddon	7	.7%	0	.0%	0	.0%	0	.0%	1	.6%	1	1.9%	0	.0%	0	.0%	0	.0%
Bedworth	5	.5%	0	.0%	4	10.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Long Buckby	5	.5%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nuneaton	5	.5%	0	.0%	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hinckley	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	1	1.5%
Brinklow	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Long Itchington	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.7%	0	.0%	0	.0%	0	.0%
Welford	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wolvey	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Baginton	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Long Lawford	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Welton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Fosse Park, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0
Husbands Bosworth	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Junction 1 Retail & Leisure Park, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Ketering	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pailton	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Princethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	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%

(cont.)



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

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
		Other	London	7	.7%	1	.9%	0	.0%	1	.7%	2	1.1%	0	.0%	1	2.9%	0	.0%
	Various	3	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Easen Hall	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Milton Keynes	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oxford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Atherstone	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Badby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Balscote	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Beauchant	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bilton	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bishops Itchington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Boddington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Braunston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bubbenhall, Coventry, West Midlands	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Costa Coffee, High Street, Rugby	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Duncow, Birmingham Road, Warwick	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunton Bassett	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fillongley	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gilmorton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Giraffe, Hill Street, Richmond, Surrey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Great Brinkton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gumley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harborough Magna	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kibworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ladbroke	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Livington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Manchester	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Monks, Kirby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newbold, Rugby	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

	Base: All respondents																			
	1		2		3		4		5		6		7		8					
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%				
Other	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Priors Marsten, Southam	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Roso, Sheaf Street, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sautham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Shilton	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spalding	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%
Stockton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Stoke Bruerne	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Streatley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%
The Glengary, Corley, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ullesthorne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ullesthorne Court Hotel & Golf Club, Frolesworth Road, Ulles	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Walton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Woodford Halse	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

	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	1	6.7%	12	11.2%	2	11.1%	3	7.0%	0	.0%	12	10.4%
Don't go	4	26.7%	22	20.6%	2	11.1%	9	20.9%	17	32.7%	28	24.3%
Coventry	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leamington Spa	0	.0%	0	.0%	1	5.6%	0	.0%	2	3.8%	1	.9%
Daventry	0	.0%	0	.0%	0	.0%	3	7.0%	4	7.7%	41	35.7%
Northampton	0	.0%	1	.9%	3	16.7%	12	27.9%	9	17.3%	16	13.9%
Lutterworth	0	.0%	36	33.6%	0	.0%	1	2.3%	0	.0%	0	.0%
Banbury	0	.0%	0	.0%	0	.0%	1	2.3%	14	26.9%	1	.9%
Leicester	0	.0%	15	14.0%	1	5.6%	0	.0%	0	.0%	0	.0%
Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	1	6.7%	2	1.9%	0	.0%	0	.0%	1	1.9%	1	.9%
Crick	0	.0%	1	.9%	1	5.6%	4	9.3%	0	.0%	1	.9%
Dunchurch	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Warwick	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
Market Harborough	0	.0%	5	4.7%	2	11.1%	0	.0%	0	.0%	0	.0%
West Haddon	0	.0%	0	.0%	1	5.6%	3	7.0%	0	.0%	1	.9%
Bedworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Long Buckby	0	.0%	0	.0%	0	.0%	4	9.3%	0	.0%	0	.0%
Nuneaton	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.9%
Hinckley	4	26.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stratford upon Avon	0	.0%	1	.9%	0	.0%	0	.0%	1	1.9%	0	.0%
Brinklow	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Long Itchington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welford	0	.0%	0	.0%	3	16.7%	0	.0%	0	.0%	0	.0%
Wolvey	2	13.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baginton	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Long Lawford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%

(cont.)

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

	9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Fosse Park, Leicester	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Husbands Bosworth	0	.0%	0	.0%	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%	0	.0%	0	.0%	0	.0%	0	.0%
Pailton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Princethorpe	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%

(cont.)

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

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	London	0	.0%	1	.9%	1	5.6%	0	.0%	0	.0%	0	.0%
	Various	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Easen Hall	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton Keynes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%
	Oxford	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Atherstone	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Badby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Balscote	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Beauchant	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Bilton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bishops Itchington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boddington	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Braunston	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Bubbenhall, Coventry, West Midlands	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Costa Coffee, High Street, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Duncow, Birmingham Road, Warwick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunton Bassett	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Fillongley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gilmorton	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Giraffe, Hill Street, Richmond, Surrey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Great Brinkton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Gumley	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
	Harborough Magna	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kibworth	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Ladbroke	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Livington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Manchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Monks, Kirby	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Newbold, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Newnham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	

(cont.)

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

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Priors Marsten, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roso, Sheaf Street, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Sautham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shilton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spalding	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stockton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stoke Bruerne	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Streatley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Glengary, Corley, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ullesthorne	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Ullesthorne Court Hotel & Golf Club, Frolesworth Road, Ulles	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Walton	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Woodford Halse	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%

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

	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
Don't visit the cinema	516	51.5%	60	55.0%	18	48.6%	71	51.4%	99	56.6%	31	58.5%	14	41.2%	17	44.7%	38	56.7%
Cineworld, Rugby	279	27.9%	4	3.7%	0	.0%	63	45.7%	67	38.3%	14	26.4%	16	47.1%	17	44.7%	3	4.5%
Showcase, Coventry	84	8.4%	42	38.5%	9	24.3%	2	1.4%	3	1.7%	1	1.9%	4	11.8%	1	2.6%	8	11.9%
Cineworld, Northampton	37	3.7%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royal, Leamington	12	1.2%	0	.0%	1	2.7%	0	.0%	1	.6%	2	3.8%	0	.0%	0	.0%	6	9.0%
Apollo, Leamington	11	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	4	7.5%	0	.0%	0	.0%	7	10.4%
Odeon, Nuneaton	10	1.0%	0	.0%	9	24.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Forum, Northampton	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Vue, Northampton	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skydome, Coventry	5	.5%	3	2.8%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	1	1.5%
Odeon, Kettering	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Regal, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick Arts Centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Other																		
Showcase, Rugby	7	.7%	0	.0%	0	.0%	1	.7%	4	2.3%	0	.0%	0	.0%	1	2.6%	0	.0%
Odeon, Horse Fair, Banbury	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
ABC - Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Meridion - Leicester	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Horsefair, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
UGC Cinemas, Sixfields Leisure Centre, Weedon Road, Upton, N	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Leamington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Odeon, Leeds	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
U.C.I Queensway, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
UGC cinema, Sixfields Leisure, Weedon Rd, Upton, Northampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Vue, the Oracle, Off Mill Lane Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%

(cont.)

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

		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%
Don't visit the cinema		8	53.3%	45	42.1%	6	33.3%	22	51.2%	31	59.6%	56	48.7%
Cineworld, Rugby		0	.0%	50	46.7%	6	33.3%	7	16.3%	3	5.8%	29	25.2%
Showcase, Coventry		6	40.0%	6	5.6%	1	5.6%	1	2.3%	0	.0%	0	.0%
Cineworld, Northampton		0	.0%	1	.9%	2	11.1%	9	20.9%	9	17.3%	15	13.0%
Royal, Leamington		0	.0%	0	.0%	0	.0%	1	2.3%	1	1.9%	0	.0%
Apollo, Leamington		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Nuneaton		1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Forum, Northampton		0	.0%	0	.0%	0	.0%	1	2.3%	2	3.8%	6	5.2%
Vue, Northampton		0	.0%	0	.0%	0	.0%	1	2.3%	2	3.8%	6	5.2%
Skydome, Coventry		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Kettering		0	.0%	1	.9%	3	16.7%	0	.0%	0	.0%	0	.0%
Regal, Daventry		0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Warwick Arts Centre		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Showcase, Rugby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, Horse Fair, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	3	5.8%	0	.0%
	ABC - Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Meridion - Leicester	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, Horsefair, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	UGC Cinemas, Sixfields Leisure Centre, Weedon Road, Upton, N	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%
	Odeon, Leamington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, Leeds	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	U.C.I Queensway, London	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	UGC cinema, Sixfields Leisure, Weedon Rd, Upton, Northampton	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Vue, the Oracle, Off Mill Lane Road, Reading	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	



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

	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%
Don't visit the gym/ sports centre	748	74.7%	86	78.9%	26	70.3%	109	79.0%	138	78.9%	44	83.0%	22	64.7%	25	65.8%	47	70.1%
Ken Marriott Leisure Centre, Rugby	36	3.6%	1	.9%	0	.0%	12	8.7%	12	6.9%	0	.0%	4	11.8%	4	10.5%	0	.0%
Lutterworth Sports Centre, Lutterworth	31	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.9%	0	.0%	0	.0%
Southam Leisure Centre, Southam	23	2.3%	0	.0%	0	.0%	0	.0%	1	.6%	7	13.2%	0	.0%	0	.0%	14	20.9%
Free Spirit, Daventry	12	1.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Virgin Active, Rugby (Junction 1 retail park)	12	1.2%	0	.0%	0	.0%	5	3.6%	1	.6%	0	.0%	1	2.9%	1	2.6%	0	.0%
LA Fitness, Rugby	9	.9%	0	.0%	1	2.7%	1	.7%	6	3.4%	0	.0%	0	.0%	1	2.6%	0	.0%
Spirit Health Club, Rugby	8	.8%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Fizeek Gym, Rugby	6	.6%	1	.9%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%	0	.0%	1	1.5%
Rugby School Sports Centre, Rugby	6	.6%	0	.0%	0	.0%	1	.7%	5	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Fitness First, Coventry (Bishops St)	5	.5%	2	1.8%	2	5.4%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Axis Fitness Centre, Rugby	4	.4%	0	.0%	0	.0%	2	1.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Spirit Health Club, Coventry	4	.4%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Azure, Daventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fitness Arena, Rugby	3	.3%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	1	2.6%	0	.0%
Fitness First, Coventry (Cannon Park)	3	.3%	0	.0%	1	2.7%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Buckby Fitness, Northampton	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kickstart Fitness, Rugby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.9%	0	.0%	0	.0%
Ladies First Health & Fitness, Rugby	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newbold Leisure Centre, Rugby	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Unwind, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%

(cont.)

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

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
		Other	Daventry Leisure Centre, Lodge Road, Daventry	14	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dragon, Rugby	5	.5%	0	.0%	0	.0%	0	.0%	4	2.3%	0	.0%	0	.0%	1	2.6%	0	.0%
	Esporta, Abbey Road, Coventry	5	.5%	4	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Sports Connexion, Leamington Road, Ryton on Dunsmore, Covent	4	.4%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Staverton Park Golf Club, Daventry Road, Staverton	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bedworth Leisure Centre, Coventry Road, Bedworth, Warwickshi	3	.3%	0	.0%	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brandon Hall Hotel, Main St, Brandon, Coventry	3	.3%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harborough Leisure center, Northampton Road, Market Harboro	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ken Marriot, Rugby Leisure Centre, Bruce Williams Way, Rugby	3	.3%	0	.0%	0	.0%	1	.7%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	One to one, High March, Daventry	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cannons, Nuneaton	2	.2%	0	.0%	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Leamington County Golf Club, Leamington Spa	2	.2%	0	.0%	0	.0%	1	.7%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Spiceball Park Sports Centre, Spiceball Park Road, Banbury	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
	Warwickshire Racquet and Health Club, Abbey Road, Coventry	2	.2%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Arena Health and Fitness, Phoenix Way, Coventry	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bannatyne Health Club, Oxford Road, Banbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buckby Health and Leisure, High Street, Long Buckby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cannons Health Club, Macbeth Approach, Warwick Gates, Warwic	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Coventry Swimming Pool	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Esporta Health and Fitness club, Leicester Road, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Esporta Health and Fitness club, Winding Brook, Collingtree,	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

		Base: All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
		Other	Fawsley Hall Hotel, Fawsley, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Future Fitness, Far Gosford Street, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Glebe Hotel, Barford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Hellidon lake , Hellidon,Northhampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kibworth Golf Club Ltd, Wier Road, Kick, Leicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	L A Fitness, Warick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	LivingWell, Hilton Hotel, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Livingwell, Paradise Way, Walsgrave Triangle, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
	Market Harborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Northampton County Lawn Tennis Club, Church Way, Weston Fave	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rugby Lawn Tennis Club, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sports Connexion, Lemington Road, Ryton on Dunsmore, Coventr	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	The Alan Higgs Centre,Allard Way, Coventry	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Paramount Hotel, Sedgemoor Way, Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Village Hotel, Coventry	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Virgin Gym, Rugby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Various	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

	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%
Don't visit the gym/ sports centre	13	86.7%	71	66.4%	13	72.2%	33	76.7%	41	78.8%	80	69.6%
Ken Marriott Leisure Centre, Rugby	0	.0%	0	.0%	1	5.6%	1	2.3%	0	.0%	1	.9%
Lutterworth Sports Centre, Lutterworth	0	.0%	28	26.2%	0	.0%	0	.0%	0	.0%	1	.9%
Southam Leisure Centre, Southam	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Free Spirit, Daventry	0	.0%	1	.9%	0	.0%	1	2.3%	1	1.9%	8	7.0%
Virgin Active, Rugby (Junction 1 retail park)	0	.0%	1	.9%	0	.0%	1	2.3%	1	1.9%	1	.9%
LA Fitness, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spirit Health Club, Rugby	0	.0%	0	.0%	0	.0%	3	7.0%	0	.0%	2	1.7%
Fizeek Gym, Rugby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Rugby School Sports Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fitness First, Coventry (Bishops St)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Axis Fitness Centre, Rugby	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Spirit Health Club, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Azure, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	2	1.7%
Fitness Arena, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fitness First, Coventry (Cannon Park)	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Buckby Fitness, Northampton	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
Kickstart Fitness, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ladies First Health & Fitness, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Newbold Leisure Centre, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
Unwind, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Daventry Leisure Centre, Lodge Road, Daventry	0	.0%	0	.0%	1	5.6%	2	4.7%	1	1.9%	10	8.7%
	Dragon, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Esporta, Abbey Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sports Connexion, Leamington Road, Ryton on Dunsmore, Covent	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Staverton Park Golf Club, Daventry Road, Staverton	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	2	1.7%
	Bedworth Leisure Centre, Coventry Road, Bedworth, Warwickshi	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brandon Hall Hotel, Main St, Brandon, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harborough Leisure center, Northampton Road, Market Harboro	0	.0%	1	.9%	2	11.1%	0	.0%	0	.0%	0	.0%
	Ken Marriot, Rugby Leisure Centre, Bruce Williams Way, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	One to one, High March, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	2	1.7%
	Cannons, Nuneaton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Leamington County Golf Club, Leamington Spa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spiceball Park Sports Centre, Spiceball Park Road, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Warwickshire Racquet and Health Club, Abbey Road, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Arena Health and Fitness, Phoenix Way, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bannatyne Health Club, Oxford Road, Banbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Buckby Health and Leisure, High Street, Long Buckby	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Cannons Health Club, Macbeth Approach, Warwick Gates, Warwic	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coventry Swimming Pool	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Esporta Health and Fitness club, Leicester Road, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Esporta Health and Fitness club, Winding Brook, Collingtree,	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	

(cont.)

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

		9		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Fawsley Hall Hotel, Fawsley, Daventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Future Fitness, Far Gosford Street, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Glebe Hotel, Barford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hellidon lake , Hellidon,Northhampton	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Kibworth Golf Club Ltd, Wier Road, Kick, Leicester	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	L A Fitness, Warick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	LivingWell, Hilton Hotel, Coventry	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Livingwell, Paradise Way, Walsgrave Triangle, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Market Harborough	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Northampton County Lawn Tennis Club, Church Way, Weston Fave	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%
	Rugby Lawn Tennis Club, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	Sports Connexion, Lemington Road, Ryton on Dunsmore, Coventr	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Alan Higgs Centre,Allard Way, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Paramount Hotel, Sedgemoor Way, Daventry	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	The Village Hotel, Coventry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Virgin Gym, Rugby	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Various	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q12a. Where do you go most often for the following cultural activities and services?

	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%
Don't do	423	42.3%	44	40.4%	13	35.1%	61	44.2%	81	46.3%	24	45.3%	17	50.0%	9	23.7%	36	53.7%
Birmingham	121	12.1%	17	15.6%	8	21.6%	18	13.0%	20	11.4%	6	11.3%	3	8.8%	7	18.4%	10	14.9%
Rugby	76	7.6%	2	1.8%	0	.0%	27	19.6%	26	14.9%	2	3.8%	4	11.8%	6	15.8%	0	.0%
Coventry	62	6.2%	23	21.1%	9	24.3%	5	3.6%	7	4.0%	3	5.7%	3	8.8%	4	10.5%	5	7.5%
Northampton	49	4.9%	0	.0%	0	.0%	2	1.4%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Leicester	30	3.0%	0	.0%	0	.0%	1	.7%	2	1.1%	0	.0%	1	2.9%	1	2.6%	0	.0%
Warwick	16	1.6%	5	4.6%	0	.0%	3	2.2%	4	2.3%	1	1.9%	1	2.9%	1	2.6%	1	1.5%
Leamington Spa	15	1.5%	0	.0%	0	.0%	0	.0%	3	1.7%	6	11.3%	0	.0%	0	.0%	5	7.5%
Stratford upon Avon	7	.7%	1	.9%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	2	3.0%
Banbury	5	.5%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Bedworth	5	.5%	1	.9%	4	10.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daventry	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Harborough	4	.4%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Lutterworth	3	.3%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Orchard Retail Park, Coventry	2	.2%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St James Retail Park, Northampton	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Wolvey	2	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Baginton	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cold Ashby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Hinckley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kenilworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Long Lawford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Nuneaton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Solihull	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southam	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Watford (Northamptonshire)	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Welford	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)