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Rugby Retail and Main Town Centre Uses Study:

Final Report

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Rugby Retail and Main Town Centre Uses Study

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1.0 INTRODUCTION

1.1 Carter Jonas (CJ) was commissioned by the Rugby Borough Council in February 2015 to update the retail evidence base (i.e. the *Rugby Borough Council Retail and Leisure Study 2008*) to help inform both plan-making and decision-taking across the Borough.

1.2 The study has been prepared in the context of current and emerging national and development plan policy guidance, as well as other key material considerations; principally the National Planning Policy Framework (NPPF) published in March 2012. Where relevant the study also draws on advice set out in the National Planning Practice Guidance (NPPG), published in March 2014, which still places significant weight on the development of positive plan-led visions and strategies to help ensure the vitality of town centres. The sequential and impact 'tests' are also key to both plan-making and decision-taking at the local level.

1.3 For the purpose of this study the assessment of the need (or 'capacity') for new retail (convenience and comparison goods) floorspace has been carried out at the strategic Borough-wide level to help inform the likely scale, type, location and phasing of new retail development over the short (0-5 years), medium (6-10 years) and long term (11+ years). The results of the capacity assessment will supersede the findings of the Retail and Leisure Study 2008 ('2008 RLS')

1.4 The Study Area defined for the purpose of this retail assessment principally covers Rugby Borough, but also a wider area incorporating neighbouring local planning authorities. This area has been further sub-divided into 13 study zones that broadly reflect the likely shopping catchment of Rugby Town Centre and retail parks (see **Appendix 1**). The defined Study Area and zones provide the framework for the new telephone interview survey of some 1,300 households conducted by *NEMS Market Research* (NEMS) in April 2015. This survey provides the most up-to-date and robust evidence on shopping patterns, leisure preferences and expenditure flows within the Study Area. In turn, this has informed the high level health check assessments for the two town centres, as well as the quantitative ('capacity') and qualitative need assessments for new retail (convenience and comparison goods) floorspace. The survey approach adopted by NEMS is explained in some detail in **Appendix 2**, along with the questionnaire. The full (weighted) survey results are set out in **Appendix 3**.

1.5 The findings of the qualitative and quantitative assessment

1.6 For ease of reference this report is structured as follows:

- **Section 2** reviews the national, regional and local planning policy context material to retail planning and town centres.
- **Section 3** highlights some of the key trends that are driving the dynamic changes in the retail sector at the national and local level, and how this has shaped (and is likely to shape) the UK's urban and retail landscape.

- **Section 4** sets out the results of the market share analysis for convenience and comparison goods retailing across the Study Area and 13 zones as derived from the results of the household telephone interview survey. The market share tabulations for convenience and comparison goods are set out in **Appendix 4** and **Appendix 5** respectively.
- **Sections 5-6** provide high-level updates of health checks for Rugby Town Centre and a high-level review of the out of centre provision in the Borough and an overview of the role and function of Borough's local centres. These assessments draw on recent research, including site visits and the latest Experian Goad data for Rugby, supplemented by site visits and audits.
- **Section 7** sets out the baseline and forecast data used to inform the quantitative (capacity) assessment, which is based on our in-house **CREAT**^{e} (excel spreadsheet model). This includes population projections, expenditure data and trends.
- **Section 8** describes the key inputs and outputs of the retail (economic) capacity assessment for comparison and convenience goods retailing for the Borough, Rugby Town Centre and Borough's smaller centres. The full tabulations are set out in **Appendix 6** for convenience goods and **Appendix 7** for comparison goods, which takes account of pipeline retail floorspace identified in **Appendix 8**.
- **Section 9** sets out the findings of the commercial leisure 'gap' and need assessment for the main leisure uses and identified, including food and beverage, cinema and gym provision across the Study Area. Summary assessment tables are set out in **Appendix 9**.
- **Section 10** provides an overview of any gaps in other town centre uses, specifically offices, hotels, and community uses. The assessment is accompanied by a plan of existing and proposed hotel provision for the Borough in **Appendix 10** and key community facilities in **Appendix 11**.
- **Section 11** assesses the need to review the definition of the primary shopping area for Rugby Town Centre in light of the findings of the need assessment, and recommendation on primary and secondary shopping frontages. Advice is also provided on whether a local impact threshold should be set in accordance with the NPPF (para 26). A plan of recommended frontage boundaries is set out in **Appendix 12**.
- Finally, **Section 12** draws together the key findings of the qualitative and quantitative need assessments for retail and commercial leisure.

1.7 Finally, it is important to state at the outset that, in our experience, capacity forecasts beyond a five year time period should be interpreted with caution as they are subject to increasing margins of error. We therefore advise the Council that although this updated study provides the robust evidence base required to help inform plan-making, site allocations and the determination of planning applications at the local level, the forecasts should be constantly monitored and updated to take into account any significant new retail development and changes in the retail expenditure and population growth forecasts over time, as well as any potential impacts arising from other key trends in the retail (such as, for example, the growth in internet shopping) and commercial leisure sectors.

2.0 PLANNING POLICY CONTEXT

2.1 This section briefly reviews the relevant national and local development plan planning policy pertaining to retail and town centre uses.

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

2.2 The NPPF was published in March 2012 and sets out the planning policies for England and how these are expected to be applied. It reinforces the importance of up-to-date plans and strengthens local decision making. The NPPF must be taken into account in the preparation of Local Plans[1] and Neighbourhood Plans[2].

2.3 At the heart of the NPPF is a **presumption in favour of sustainable development**[3], which is seen as *"a golden thread running through both plan-making and decision-taking"* (paragraph 14). The NPPF (paragraph 14) sets out the Government's view of what sustainable development means in practice for both plan-making and decision-taking at the local level.

2.4 For plan-making the Framework states that local planning authorities should positively seek opportunities to meet the development needs of their area. Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits. The Framework (paragraph 15) states that policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that *"…it is clear that development which is sustainable can be approved without delay*".

2.5 The NPPF (paragraph 17) also sets out twelve **core planning principles** that underpin both plan-making and decision-taking. Amongst other objectives these principles confirm that planning should be genuinely plan-led; proactively drive and support sustainable economic development to deliver thriving local places; promote mixed use developments; focus significant development in locations which are or can be made sustainable; and deliver sufficient community and cultural facilities and services to meet local needs.

2.6 The Framework (paragraph 150) emphasises that **Local Plans** are *"…the key to delivering sustainable development that reflects the vision and aspirations of local communities"*. They should be *"aspirational but realistic"* and should set out the opportunities for development and clear policies on *"…what will or will not be permitted*

[1] Defined by NPPF (Annex 2) as the plan for the future development of the local area, drawn up by the local planning authority in consultation with the community. In law this is described as the development plan documents adopted under the Planning and Compulsory Purchase Act 2004. Current Core Strategies or other planning policies, which under the regulations would be considered to be development plan documents, form part of the Local Plan. The term includes old policies which have been saved under the 2004 Act.

[2] A plan prepared by a Parish Council or Neighbourhood Forum for a particular neighbourhood area (made under the Planning and Compulsory Purchase Act 2004).

[3] Sustainable development is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

and where" (paragraph 154). Only those policies that provide a clear indication of how a decision maker should react to a development proposal should be included in the plan. Any additional DPDs should only be used where clearly justified (paragraph 153).

2.7 The NPPF (paragraph 156) requires **strategic priorities** for the area covered by the Local Plan to deliver the homes and jobs needed in the area; the provision of retail, leisure and other commercial development; and the provision of health, security, community and cultural infrastructure and other local facilities; etc. Crucially the NPPF (paragraph 157) indicates that Local Plans should, amongst other key requirements:

- plan positively for the development and infrastructure required in the area;
- be drawn up over an appropriate time scale (preferably 15 years), take account of longer term requirements and be kept up to date;
- indicate broad locations for strategic development on a key diagram and land-use designations on a proposals map;
- allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate; and
- identify land where development would be inappropriate, for instance because of its environmental or historic significance.

2.8 In terms of the **evidence-based approach to planning**, the Framework states LPAs should ensure that the Local Plan is based on *"…adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area"* (paragraph 158). Furthermore the assessment of, and strategies for housing, employment and other uses should be integrated, and take full account of relevant market and economic signals. LPAs should use this evidence base to:

- assess the needs for land or floorspace for economic development, including for retail and leisure development;
- examine the role and function of town centres and the relationship between them;
- assess the capacity of existing centres to accommodate new town centre development; and
- identify locations of deprivation which may benefit from planned remedial action.

2.9 The NPPF is clear that pursuing sustainable development requires *"…careful attention to viability and costs in plan-making and decision-taking"* (paragraph 173). Plans should be deliverable and, in this context, sites and the scale of development identified in the plan should *"…not be subject to such a scale of obligations and policy burdens that their ability to be delivered viably is threatened"* (paragraph 173).

2.10 The Framework (paragraphs 18-149) sets out thirteen key 'principles' for **delivering sustainable development**, including building a strong, competitive economy; ensuring the vitality of town centres; promoting sustainable transport; delivering a wide choice of high quality homes; requiring good design; promoting healthy communities; protecting Green Belt land; and conserving and enhancing the natural and historic environment.

2.11 In terms of '**ensuring the vitality of town centres'** the NPPF (paragraph 23) states that planning policies should be positive and promote competitive town centre[4] environments, as well as setting out policies for the management and growth of centres over the plan period. When drawing up Local Plans, LPAs should:

- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- define the extent of town centres and primary shopping areas[5], based on a clear definition of primary and secondary frontages[6] in designated centres, and set policies that make clear which uses will be permitted in such locations;
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres;
- ensure that the needs for retail, leisure, office and other main town centre uses are *"met in full"* and *"not compromised by limited site availability"*. Assessments should therefore be undertaken of the need to expand town centres to ensure a sufficient supply of suitable sites;
- allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set

[4] The NPPF (Annex 2) states that references to town centres or centres apply to city centres, town centres, district centres and local centres, but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

[5] Primary shopping area is defined by the NPPF (Annex 2) as the defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage).

[6] The NPPF (Annex 2) states that 'primary frontages' are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. 'Secondary frontages' provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

policies for meeting the identified needs in other accessible locations that are well connected to the town centre;

- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

2.12 When assessing and determining applications for main town centre uses[7] that are not in an existing centre and not in accordance with an up-to-date Local Plan, the Framework requires that LPAs should:

- Apply a **sequential test**[8], which requires applications for main town centre uses to be located in town centres first, then in edge-of-centre locations and only consider out-of-centre locations if suitable sequentially more preferable sites are not available. When considering edge and out of centre proposals, *"…preference should be given to accessible sites that are well connected to the town centre"* (paragraph 24). Applicants and LPAs should demonstrate flexibility on issues such as format and scale.
- Require an **impact assessment** if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m^2). The NPPF (paragraph 26) states that this should *"include"* assessment of the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, *"…the impact should also be assessed up to ten years from the time the application is made"*.

2.13 The NPPF (paragraph 27) states that *"…where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused"*.

2.14 As previously stated in Section 1, this study also draws on advice set out in the *National Planning Practice Guidance* (NPPG), published in March 2014. The NPPG has

[7] NPPF (Annex 2) defines 'main town centre uses' as retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

[8] This sequential approach should not be applied to applications for small scale rural offices or other small scale rural development.

streamlined and replaced the advice previously set out in PPS4 *Practice Guidance on Need, Impact and the Sequential Approach*. The revised NPPG still places significant weight on the development of positive plan-led visions and strategies for town centres, and has retained the key sequential and 'impact tests'. Of relevance to this study the NPPG (para 003) states that the assessment of the potential for centres to accommodate new development and different types of development should cover a "*three-five year period*" but should "*also take the lifetime of the Local Plan into account and be regularly reviewed*".

LOCAL PLANNING POLICY CONTEXT

2.15 The emerging Local Plan for Rugby Borough is currently being developed and will reach the 'Preferred Options for the Local Plan' stage in August 2015. The Core Strategy which was adopted in June 2011 will be used to prepare for the next 20 years of development within the borough. The Core strategy will continue to relate to the Saved Local Plan Policies (June 2011) whilst the new Local Plan is developed.

2.16 The Core Strategy builds on the vision for development set out in the 2006 Local Plan and takes into account the evidence base which includes the Rugby Town Centre Action Plan (2009), the Rugby Employment Land Review (2013) and the Rugby Economic Prosperity Study (October 2008). The strategy identifies Rugby as the focus for growth in the Borough and explains that this growth of the settlement will support increased expenditure in the Town Centre.

- Policy CS6 states that the Rugby Town Centre Area Action Plan DPD will identify and allocate land for the development of town centre uses.
- In Policy CS7, the Primary Shopping Area (PSA), as defined in the Proposals Map (Town Centre Inset), is identified a as focus for retail (use class A1), and also other 'complementary uses' where this does not harm the overall vitality and viability of the centre.
- Policy CS8 details priorities for the allocation of two strategic sites - North Street and Evreux Way - which could potentially accommodate over 10,000m^2 of comparison retail floorspace each.
- Policy CS9 covers office development in the Town Centre and identifies the centre and edge of centre as suitable locations for the provision of at least 30,000m^2 of new office floorspace.

2.17 The Saved Policies of the 2006 Local Plan are reflected in the aims of the Core Strategy, including the need to protect A1 and complementary uses in the PSA. Policy TCR6 states that within the Town Centre, the development of change of use to food and drink uses (class A4 and A5) will not be permitted if the proposals would result in 'an unacceptable concentration' of such uses or have an adverse effect on amenity.

2.18 The Borough is covered by the Coventry and Warwickshire Local Enterprise Partnership (CW LEP), which enhances public-private partnership in the area to generate economic growth, create jobs and co-ordinate local government support. Since its creation in 2011 the organisation has been successful in securing £2.4m of Regional Growth Funding and £36.2m from the Growing Places fund.

2.19 Rugby also has an active Business Improvement District (BID), 'Rugby First & Town Centre', who have a number of initiatives underway to improve the Town Centre. Initiatives include staff monitoring of the Town Centre to ensure it is kept clean, safe and secure. The BID also serves to promote the centre and local events in order to draw visitors into the area.

2.20 The Rugby Town Centre Action Plan 2013 presents the vision and objectives for the town centre, to be delivered by Rugby First in partnership with Rugby Council and Warwickshire County Council. Key objectives include:

- the promotion of town centre events such as the Farmers Market;
- expanding the he quality and quantity of independent retailing sector;
- to improve Town Centre accessibility, including plans for extended pedestrianisation;
- expanding the residential offer in the Town Centre;
- improving the safety of the Town Centre, including CCTV upgrades;
- enhancing the leisure, arts and tourism offer; and
- improving and maintaining the quality of the environment, including the use of Local Development Orders to give standards for the built environment (e.g. Shop fronts).

Other Local Policy Considerations

2.21 The **2008 RLNS** found the level of comparison shopping provision to be in line with national averages. However, there was an underrepresentation of national multiple comparison retailers, which has particularly affected the range of fashion retail occupiers in the centre. Despite some issues identified with the car parking servicing the centre, the study also noted that the centre is successful in bringing in visitors who travel by foot to the centre. The study recommended that Rugby develop its café and restaurant offer and invest in general improvement to leisure facilities in the Town Centre. An emphasis was placed on the need to consider ways in which Rugby Town Centre retail and leisure could be improved prior to decisions on further out of town expansion.

2.22 The **Employment Land Review** (2013) provides an update on the status of employment land in Rugby. The Review assessed 35 employment sites in the Borough and concluded that Rugby has a strong storage and distribution sector located along the strategic road network. Rugby is assessed as having a high proportion of SMEs. The Review concluded that Rugby's economy was performing well despite the economic downturn. The makeup of its business is generally dominated by small to medium enterprises, although there are also some larger businesses present in the Borough.

2.23 The **Economic Prosperity Strategy** (2009) set out the Councils plans to support and promote businesses in the Borough. The vision for Rugby is to 'Develop the prosperity of the Borough of Rugby and raise its importance as an economic engine within the sub-region'. The Strategy was formulated in the context of the economic downturn, reflected in strategies such as additional support for SMEs in debt. The Strategy includes a review of initiatives aimed at Town Centre revitalisation, including a 'moving in' grant which aimed to help re-occupy retail units. The strategies outlined here also fed into the Rugby Town Centre Action Plan, detailed above. The strategy includes a five year plan for the Borough in addition to short term aims such as assisting SMEs during the economic downturn.

2.24 Further detail on the Employment Land Review and the Economic Prosperity Study in the context of the current and potential location of office space in the Borough in Section 10.

SUMMARY

2.25 In summary, the underlying objective of policy at all levels is to maintain and enhance the vitality and viability of town centres, and to promote new sustainable development and economic growth in town centre locations *"first"* in accordance with the sequential approach. This policy objective is crucial as town centres are facing increasing economic challenges associated with alternative forms of retailing; in particular online shopping and competition from major out-of-centre developments (discussed further **in Section 3**).

3.0 NATIONAL RETAIL TRENDS & TOWN CENTRE FUTURES

3.1 This section summarises some of the key trends that have fuelled the changes in the retail sector over the last three decades, and the impact of these trends on the UK's town centres. It provides a commentary on the impact of the downturn in the economy since 2007 and the growth of internet ('multi-channel') retailing on consumer spending, retail development and retailers' business strategies. Drawing on the latest research it also describes how these trends may continue to shape changes in the future, and whether and how town centres can respond to help maintain and enhance their overall vitality and viability.

RETAIL TRENDS

Retail Expenditure Growth

3.2 Following an unprecedented period of growth in consumer spending since the mid-1990s, the onset of the economic recession in 2007/08 had a dramatic impact on consumer spending and market demand. Business and consumer confidence was further weakened by public sector cuts, the rise in VAT, increasing unemployment, less expansionary consumer credit and the rising cost of living (including higher energy costs, petrol and housing prices). This has effectively reduced disposable income and retailers' margins are being squeezed further.

3.3 The table below shows the actual and forecast growth in retail (convenience and comparison goods) spending per head identified by Experian Business Strategies in their latest *Retail Planner Briefing Note 12.1* (October 2014).

Table 3.1 **Actual and Forecast Annual Retail Expenditure Growth**

Volume Growth per head (%):	----------ACTUAL GROWTH----------						FORECASTS		TRENDS	
	2008	2009	2010	2011	2012	2013	2014	2015-25	1973-2013	1993-2013
Total Retail Spend	1.7	-3.1	0.3	-0.8	1.2	2.3	3.3	2.4	2.7	3.6
Convenience Goods:	-4.9	-5.0	-0.8	-2.7	-0.5	-1.3	-0.5	0.6	0.2	-0.2
Comparison Goods:	4.7	-2.4	0.9	0.5	2.6	4.6	5.6	3.3	4.5	5.9

Source: Experian Retail Planner Briefing Note 12.1 (October 2014); Figures 1a and 1b.

Notes: The table also shows historic growth rates for the period 1973-2013 (the '*ultra long-term'* trend) and for 1993-2013 (the '*medium-term'* trend).

3.4 Although there has been negative annual growth in convenience goods expenditure per capita levels since 2008, the forecasts for 2015-25 show positive growth of +0.6% per annum on average. This is above previous historic long term trends of around +0.2% per annum.

3.5 For comparison goods Experian forecast that annual growth rates are recovering from a low of -2.4% in 2009, to +4.6% in 2013 and a stronger annual growth of +5.6% for 2014. Experian forecast that growth will average +3.3% per annum for the period 2015-2025, which is well below historic trends of between 4.5% and 5.9% per annum.

3.6 In summary there are positive signs of improvement in the UK economy and consumer and business confidence in 2014. Notwithstanding this, it is clear that the retail sector is highly vulnerable to changes in the UK economy (and how it responds in the future to changes in the Eurozone and global economies) and the fact that the forecast growth in retail sales volumes will be much lower and slower than in recent history.

Special Forms of Trading and Internet Shopping

3.7 *Special Forms of Trading* (SFT) comprises all non-store retail sales made via the internet, mail order, stalls and markets, door-to-door and telephone sales. On-line sales by supermarkets, department stores and catalogue companies are also included in the data collected by the Office for National Statistics (ONS).

3.8 Based on ONS data, Experian Business Strategies (EBS) estimate that the current (2014) value of internet sales is £37.2bn (current prices) and other (non-internet) SFT sales stand at approximately £8.3bn. This results in total SFT sales of £45.5bn in 2013, which represents a circa 165% increase from £17.1bn recorded in 2006. Overall the market share of SFT as a proportion of total retail sales has increased from 5.6% in 2006 to 13% in 2014. This significant growth has been fuelled by internet shopping, which had increased its share of total retail sales from 4.7% in 2008 to 10.6% in mid-2014.

3.9 Up to now, the impact of Internet shopping has been mainly concentrated on certain retail products and services (such as, for example, electrical goods, books, music and travel). In turn, this has resulted in a reduction in the number of retailers selling these types of products and services on the high street (the most recent examples being HMV and Blockbusters). However this does not mean that other comparison goods categories are immune to the impact of the internet, including clothing and footwear.

3.10 The table below sets out Experian's latest forecasts of the growth in the total market share of SFT between 2014 and 2031, based on retail spending growth assumptions and predictions as to the future take-up and expansion of internet shopping[9].

[9] Please note that although no official data is available for convenience and comparison goods, EBS have provided their own market share estimates.

Table 3.2 **The forecast growth in SFT's market share of total retail sales**

	2014	2019	2024	2031
TOTAL:	13.0%	17.8%	19.6%	20.1%
Comparison	15.6%	20.4%	21.3%	20.7%
Convenience	8.5%	12.8%	15.9%	18.5%

Source: Appendix 3 of Experian Retail Planner Briefing Note 12.1 (October 2014)

3.11 EBS forecast that non-store retailing will continue to grow rapidly over the short to medium term, outpacing traditional forms of spending. They predict that this growth will be sustained by new technology (such as browsing and purchasing through mobile phones) and the development of interactive TV shopping, but will slow after 2020.

3.12 However such forecasts need to be treated with caution, as according to Experian approximately 25% of all SFT sales for comparison goods and some 70% for convenience goods are still sourced through traditional ('*bricks-and-mortar*') retail space, rather than from '*virtual*' stores and/or distribution warehouses. On this basis Experian has adjusted the SFT market shares to reflect the proportion of internet sales sourced from existing stores.

Table 3.3 **Adjusted SFT's market shares**

	2014	2019	2024	2030
TOTAL:	8.4%	11.4%	12.5%	12.8%
Comparison	11.7%	15.3%	16.0%	15.5%
Convenience	2.6%	3.8%	4.7%	5.6%

Source: Appendix 3 of Experian Retail Planner Briefing Note 12.1 (October 2014)

3.13 Although the growth in online sales has, and will inevitably continue to impact on the need for traditional shops, some commentators believe that the development of multi-channelling as part of retailers' business models will result in internet shopping actually driving demand for 'bricks-and-mortar' stores. This may be due to the need for '*click-and-collect'* facilities in easily accessible locations (for example, on the high street, in existing out-of-centre stores or at important transport nodes), or for '*showrooms*' where customers can view and test products in store before purchasing online. This co-ordinated multi-channel strategy should therefore help to support demand for retail space over time.

Floorspace 'Productivity' Growth

3.14 Floorspace 'productivity' (or turnover 'efficiency') growth represents the ability of retailers to absorb higher than inflation increases in their costs over time (such as rents, rates and service charges) to help maintain their profitability and viability. It is standard practice for retail planning assessments to make an allowance for the year-on-year growth in the average sales densities of existing comparison and convenience goods retail floorspace.

3.15 However there is limited evidence detailing actual changes in the turnover and profitability of retailers over time. Furthermore analysis of past data and trends is complicated by the fact that sales density increases have been affected by changes in the use of retail floorspace over the last 20 years; such as, for example, the growth in out-of-centre retailing; Sunday-trading; longer opening hours; and the very strong growth of retail expenditure relative to the growth in floorspace. However following the recession many retailers struggled to increase or even maintain sales density levels and, together with other financial problems, this resulted in some retailers going out of business.

3.16 The table below sets out the latest sales density growth forecasts for comparison and convenience goods floorspace published by Experian Business Strategies (EBS), based on predicted changes in retail floorspace over time and after making an allowance for non-store retailing.

Table 3.4 **Productivity Growth in Retail Floorspace**

	2013	2014	2015	2016	2017-21	2022-35
Comparison	-1.8	-1.4	-0.3	-0.4	-0.2	+0.1
Convenience	+4.3	+5.3	+3.8	+2.3	+2.0	+2.2

Source: Figures 4a and 4b (Addendum), Experian *Retail Planner Briefing Note 1.1* (October 2014)

3.17 The forecasts show that the scope for sales density growth is very limited for convenience goods. This is mainly due to slow growth in sales volumes and limited additions to the floorspace stock. For comparison goods retailing, the trends towards more modern, higher density stores and the demolition of older inefficient space is forecast to continue, resulting in average growth rates of close to +2.5% per annum over the next two decades. However, this is still well below the rate seen during the boom of the early years of this century[10].

RETAIL DEVELOPMENT PIPELINE

3.18 The retail development pipeline slowed dramatically during the economic downturn compared with the shopping centre 'boom' experienced in the ten year period up to 2007. One of the key impacts has been to 'weed out' some of the more expensive and unviable development schemes that were in the pipeline before the economic downturn.

3.19 The latest *Shopping Centre Development Pipeline Report* published by the British Council of Shopping Centres (BCSC) in 2013 confirms that the quantum of completed new shopping centre floorspace in the UK is currently at its lowest level since the 1990s. Following the development of circa 260,000m^2 in 2009, 232,000m^2 in 2010 and 280,000m^2 in 2011, no new floorspace opened in 2012. The quantum of retail

[10] Please note that the floorspace 'productivity' growth rates forecast by EBS have been used to inform the retail capacity assessment set out in Section 9 of this study.

development in the pipeline is also continuing to decline, with shopping centre proposal levels falling by 37% from a peak of 30 million m^2 in March 2009 to 19 million m^2 in June 2013 (CBRE data[11]). This trend is anticipated to continue over the short term at least to 2015/16.

3.20 Notwithstanding this, the BCSC research also identified the first significant signs of new development activity in 2013 following the opening of circa 140,000m^2 of new retail floorspace (including Trinity Leeds). This is set to continue with a number of major schemes opening in 2014 and 2015, including Grand Central in Birmingham and Old Market in Hereford. There are also positive signs that new investment is returning to the shopping centre market from UK-based and international funds seeking assets in prime and secondary locations that offer the potential for growth.

3.21 Given that it takes on average over ten years for a town centre scheme to be planned and developed, and can take even longer to deliver more complicated sites, then it follows that it will take a number of years for centres to benefit from the economic upturn and renewed investment and development confidence. Furthermore, the more challenging retail environment means that those shopping locations outside the 'top 100' centres that missed the previous (pre-recession) development cycle may face a long wait for new town centre development, or require a new approach if they are to secure new shopping centre development in the future. Even then, the scale and type of new retail investment that will emerge in the post-recessionary period could be very different to the last "*golden decade*" of shopping centre development between 1997 and 2007.

RETAILER REQUIREMENTS

3.22 The economic downturn, in combination with other trends (such as changes in customer requirements, planning legislation and the growth in internet shopping), has created a need for retailers to review and rapidly adapt their business strategies, requirements and store formats. In general terms those retailers with strong brands and loyal customers, trading from the right stores in the right locations, and with a good online facility have managed to weather the economic storm. The following highlights some of the key trends that are occurring in the convenience and comparison goods retail sectors.

Convenience Goods Retailing

3.23 The changes in the food and grocery sector over the last decade illustrate the dynamic changes in the retail industry. Some of the key trends include:

- The move by all the major national grocery retailers into the smaller convenience store sector in order to increase market share further, including

[11] CBRE (June 2013) UK Shopping Centres in the Pipeline

for example the Tesco 'Express', Sainsbury's 'Local' and 'Little Waitrose' formats.

- The growth of European 'deep discount' food operators (such as Aldi and Lidl) has also continued during the economic downturn. In response, this has resulted in the expansion of own-brand 'value' ranges by the established grocers.
- An increase in the non-food sale areas of larger superstores over the last decade, including the development of own-label clothing. In some of the stores operated by Tesco (i.e. the 'Extra' format) and Asda, for example, a significant proportion of sales area (over 50%) is often set aside for non-food retailing.
- The 'race for more space' and new store openings over the last decade has also resulted in extensions to existing stores and/or new mezzanine space, and the growth of online shopping.

3.24 Over the last 12-18 months, however, the focus for the main foodstore operators has shifted to opening more convenience store formats, and growing their market shares of online sales. At the same time applications for large store formats have slowed significantly. Furthermore, Tesco and Morrisons have recently announced that they intend to dispose of some of their under-performing superstores, and Tesco is not now going to develop some 49 foodstores with extant planning permissions, including sites in Basingstoke and Dartford. This will inevitably have implications for the scale and type of new floorspace required by foodstore operators across the UK.

Comparison Goods Retailing

3.25 In the non-food sector, those retailers that experienced significant growth up to 2007 have had to adapt to the very different market conditions. The retailers that have not been flexible enough to respond to changing consumer needs, or are being squeezed in the increasingly competitive 'middle ground' between high-end and value retailing, have largely struggled to maintain market share over recent years. In some cases, this has resulted in a series of high profile 'casualties' and a number of key retailers have either disappeared from our high streets altogether (e.g. Woolworths, TJ Hughes, Jessops and Jane Norman), or have gone into administration and been forced to reduce their representation in centres across the UK (e.g. HMV, Blockbusters, Bank, Austin Reed, etc.).

3.26 Within town centres, some traditional high street multiple operators are also changing their formats and requirements. For example, key anchor retailers such as Boots, Next, Mothercare, TK Maxx, John Lewis and Marks & Spencer are actively looking for larger format new-build or existing stores in out-of-centre locations to accommodate new retail formats (such as John Lewis at Home) and display their full range of products. These changes in retailer requirements and market demand will continue to have a significant impact on the UK's town centres and high streets, particularly in those cases where retailers make the decision to relocate from town centres to out-of-centre locations, or even out of the area altogether.

3.27 Research also shows that there is an increasing polarisation of development activity and investment interest in the larger regional and sub-regional centres (i.e. the 'top 100' centres). This is because these centres usually have large and established catchment areas, and therefore represent less 'risky' investments in the current uncertain economic climate. These larger centres have also generally benefitted from recent new shopping centre development and investment over the last decade, and are therefore better placed than smaller and medium sized centres to accommodate retailers' requirements for modern larger format units. The continuation of these trends will impact on future operator requirements, with retailers looking to satisfy their demand for larger modern premises in prime shopping locations, with strong catchment areas and a good supply of appropriate retail space.

3.28 The out-of-centre sector has also not been immune to change. Since 2007 there has been a notable downturn in the demand from traditional 'bulky goods' retailers for new space. For example, during the late 1990s both B&Q ('Warehouse') and Homebase were rolling out very large out-of-centre retail warehouses (some exceeding 10,000m^2 gross) in an attempt to dominate market share. However, these same operators are now looking to close or scale down their under-performing stores in certain areas. Other 'bulky goods' operators have simply gone out of business (such as Focus DIY). More recently B&Q announced the closure of 60 stores across the UK portfolio. Notwithstanding this, out-of-centre retailing still accounts for a significant proportion of existing and new retail floorspace and sales in the UK. For example recent research has highlighted the fact that of the new retail developments approved since the NPPF was published in March 2012, 72% were in out of town locations, 16% were edge of centre and just 12% were in town centres[12].

TOWN CENTRE FUTURES

3.29 A number of high profile research reports have been commissioned over recent years that set out recommendations and guidance on how to maintain and enhance the future vitality and viability of the UK's town centres. These include:

- **The Portas Review** (2011) reports on the findings and recommendations of research led by Mary Portas into the future of the High Streets. The report presented 28 key recommendations for government, local authorities and businesses to help high streets respond to the current challenges facing them and to prevent further decline.
- **The Grimsey Review** (2013) addresses the continuing decline of many local high streets. The review highlights the dramatic impact that recent

[12] http://www.acs.org.uk/en/research/planning.cfm referenced in Why Our High Streets Still Matter: A Think Piece by Mary Portas, 30th May 2014.

technological changes have had on consumer behaviour and the knock-on effects for high streets. It suggests that the Portas recommendations failed to adequately account for this.

- **The Distressed Town Centre Property Taskforce** (DTCP) report (November 2013) was produced by an industry-led cross sector taskforce, assembled in response to the Portas Review. The report specifically focuses on the role that property ownership, investment, development and occupation can have on town centre viability, and provides recommendations on how the property sector can act to leverage in investment for town centres and support their ongoing viability.

3.30 The table below provides an overview of some of the common themes and recommendations identified by the different research in support of town centre revitalisation, including the Portas Review.

Strategy	Description
Reforming the management of town centres	**Improving the ways in which town centres are managed** was a key recommendation made by the Portas Review. In response, the Government has set up 27 'Portas Pilots' and 333 Town Teams, which bring together local councils, retailers and businesses to try out new ideas to drive their local economy. Strategies to deliver change are formulated in recognition of the particular strengths of each local area. It may be too early in the process to comment on the success of these, however a recent thought piece published by Portas (May 2014) has suggested that progress has been slow. There is also **increasing financial support for Business Improvement Districts (BIDs),** which enable local businesses to take on responsibility for realising improvements in their local area. The Government has launched a BID Loan Fund to help those wishing to set up a BID in their area. **Support for local (street) markets** is also increasing, as a way to increase footfall and enhance the vibrancy of local centres. This was also a key recommendation in the Portas Review.
Making use of the planning system to protect and enhance town centres	**The planning system is being used** in various ways to enhance and protect local centres where possible. This includes maintaining use of **'town centres first'** policies (as set out in the NPPF) in order to protect town centres from unnecessary competition from out-of-town developments. Where BIDs are in place, the improved planning conditions may also facilitate development. More stringent protection has been advocated by some sources. The Portas Review included a recommendation to introduce 'exceptional sign off' for all new out-of-centre retail development in order to protect existing centres. However, this was one of the few Portas recommendations that was not taken on by the Government. **LPAs are also being encouraged to make use of CPOs** in order to address issues of fragmented ownership and to facilitate comprehensive development across a centre.
Engaging communities	**Encouraging communities to support their local high streets** and town centres is essential and was a key recommendation in the Portas Review. Recent strategies to promote community participation in the development of local centres have included government support for communities wishing to take on the responsibility for ownership and management of assets of community value, such as their local pub or shop. A £19 million fund has been set up and more than 300 assets have already been listed under the Community Right to Bid.

Strategy	Description
Leveraging investment and funding	There are a number of **new sources of public sector investment** now available to facilitate improvements to local centres. These include £3.6m of funding via the Town Teams, a High Street Innovation Fund worth £10m and High Street renewal awards to date worth £1m. The DTCP suggestion that a workable **Tax Increment Finance (TIF)** model be put in place has since been actioned by the government. This will allow LPAs to raise finance to fund development and infrastructure based on the projected future increase in business rates resulting from investment. The DTCP report has also recommended **greater engagement between LPAs and the private sector** in order to tackle the challenges faced by town centres proactively. They support the use of joint venture partnerships between the public and private sector to facilitate development. A recent report by Peter Brett[13] suggested a new method that would involve the selection of a Property Company Partner (possibly private sector) who will then fund future investment in the centre. The Property Company would be assisted by the LPA through use of CPOs and restricting leases to de-fragment the ownership of the high street.
Adapting to take on the threat from increasing internet sales	Recent research has highlighted the importance of **recognising the threat from increasing internet retailing** as an important trend that will continue over the short term. Some centres are adapting better than others for example, the incorporation of Click & Collect (delivery and returns) points into centres. Other more general strategies include ensuring adequate parking and accessibility to improve the general accessibility of the centre. The Grimsey Review recommends that **town centres focus on their role as a community hub**, where retail is just one element, creating a diverse offer which will help local centres to compete more effectively with online retailers. The DTCP recommends adapting retail capacity models in order to account for the erosion of the physical retail space requirement in the face of competition from online retail. LPAs in many secondary town centres will need to **actively plan for this future loss of retail space requirement**, particularly from the larger retailers.
Encouraging a mix of uses	A recent trend has been the growing presence and proportion of food and beverage (F&B) units within shopping centres and high streets. A BCSC report[14] suggests that there are various benefits that may result from this, and recommends that **shopping centre development include a mix of retail, F&B and leisure which are generally mutually supportive.** However, there are also warnings that this is not the whole solution to filling current vacancies left by retail decline. The BCSC recommends that F&B units in retail centres should be targeted appropriately according to the likely consumer profile. **Conversion from shops to residential uses** is also becoming one way for LPAs to make better use of underused retail space and prevent unwanted vacancy. Increased residential populations living in or near to the town centre will also improve footfall and potentially spend in these areas. However, with high levels of pressure due to national housing shortages, there is a danger that the influx of residential development into town centres could undermine the retail and leisure functions of the centre.

3.31 Although there are positive signs that the UK is finally beginning to emerge from the economic downturn, it is clear that our town centres and high streets post-recession will be very different to the 'boom' years of the last decade. Over the short to medium term at least the economy is forecast to experience a sustained period of lower growth in consumer spending, reduced bank lending, limited access to credit and cuts in public sector expenditure. This presents significant challenges for all those involved in town centre management, development and investment.

3.32 The growth of online shopping is also impacting on the vitality and viability of many of Britain's centres and high streets. This is placing pressures on rental growth and market demand in many centres; particularly the smaller secondary centres outside the *'top 100'* shopping locations. This has been further compounded by rising vacancy

[13] Peter Brett (2013): Investing in the High Street: Town Centre Investment Management and its role in delivering change

[14] BCSC (2014), Food and Beverage: A solution for shopping centres?

levels and the loss of key retailers. As a result, the share of non-food retail sales conducted through town centre shops has declined; from 64% in 2002 to just over 40% by 2013[15]. In our opinion, a far more uncertain future awaits the next wave of new retail investment and development. The evidence suggests that high quality schemes in the strongest prime shopping locations will continue to prosper. In contrast, the weaker secondary centres and shopping locations with a more limited offer, smaller catchments and negligible market demand will struggle to attract market interest and investment.

3.33 Notwithstanding the threat of online shopping, industry experts still predict that the demand from major retailers for new space will continue as it remains the primary mechanism for retailers to 'reach' their customers and grow their businesses. Over the short to medium term any increased demand for space from retailers will have to be met by the current retail stock (i.e. existing shopping centres, the high street and out-of-centre facilities), as there is limited new retail floorspace in the pipeline in town centres. With increased demand and the lack of supply over the short to medium term, research for the British Council of Shopping Centres (BCSC) predicts that this will effectively 'push up' rental levels for the larger modern desirable units until a significant amount of new development reaches completion. As a result, over the medium term, retailers will be competing for limited available space. Therefore those centres that are able to accommodate and deliver new developments over the next 5-10 years should be in a good position to attract operator interest. However, this will depend on the new retail floorspace being in the right location (i.e. preferably prime shopping locations) and having the right size, format and specification to meet the needs of modern retailers.

3.34 Research by the BCSC has also identified an increased emphasis on asset management, as owners and developers invest in the expansion or refurbishment of existing shopping centres to increase their investment value and turnover. In the current economic climate this investment in existing assets is less risky and financially onerous than new build projects. However, as the supply of suitable units "dry up" in prime locations, so retailers will also look at alternative options for delivering growth, such as through new out-of-centre openings, increasing sales through the internet, and/or expanding internationally.

3.35 Finally, although the NPPF reinforces the longstanding policy objective of promoting development and investment in town centres first, the market appetite for new and extended shopping facilities in out-of-centre locations shows no signs of slowing. The lack of available, suitable and viable sites in town centres to meet the demands of modern retailers and commercial leisure operators for larger format units will inevitably result in an increase in new out-of-centre applications and/or applications to widen 'bulky conditions' conditions on existing retail parks.

[15] Peter Brett (2013), Investing in the High Street: Town Centre

3.36 In this context, it is clear that the 'top 50-100' prime centres and shopping locations in Britain should continue to flourish once the economy recovers. The greatest challenge facing local planning authorities will be how to revitalise the fortunes of struggling small and medium sized centres that do not have the critical mass of retail, leisure and other uses to compete for more limited investment and development. Rugby Town Centre lies outside of these top 100 centres, according to the Javelin VenueScore 2014/15, where it was ranked at 192. Elliott's Field Retail Park, defined as a 'District Centre' by Javelin, was ranked at 1,021 and Junction One Retail Park (defined as a 'Local Centre') was ranked at 1,608. Therefore, as a medium sized centre, investment in Rugby Town Centre is likely to be a priority to ensure the town centre's role as a shopping and leisure centre for the Borough's resident and visitor population. This study will help to identify the level of new retail and leisure provision that can be supported in the Borough and the Town Centre, which will help to shape future investment for the centre.

4.0 SHOPPING PATTERNS & MARKET SHARE ANALYSIS

4.1 This section first describes the Borough's existing network and hierarchy of centres, and then sets out the headline findings of the market share analysis for all (comparison and convenience goods) shopping purchases based on the results of the telephone interview survey of 1,300 households across the Borough and a wider Study Area.

SETTLEMENT HIERARCHY

4.2 The settlement hierarchy Rugby Borough, as set out in Policy CS1 of the adopted Core Strategy (CS), serves as a guide for where new housing will be located. The CS does not identify a retail hierarchy for the Borough. Settlements that provide retail and leisure offer include:

- ***Rugby Town Centre*** – The primary focus for and service and facilities in the Borough and the only town centre in the Borough.
- ***'Main Rural Settlements*** **–** Includes Binley Woods, Brinklow, Clifton on Dunsmore, Dunchurch, Long Lawford, Ryton on Dunsmore, Stretton on Dunsmore, Wolston and Wolvey. These **s**maller centres serve the day to day needs of local populations, supplementing the provision of Rugby Town Centre and out of town stores.

4.3 This study focuses on identifying retail and leisure needs for Rugby Town Centre.

STUDY AREA & ZONES

4.4 The definition of an appropriate study (catchment) area is an important starting point for any retail and town centre assessment. In this case the Study Area has been defined using postcode geography and covers all the Rugby Borough local authority area, as well as some outlying areas (see Plan 1, **Appendix 1**).

4.5 The Study Area has been sub-divided into 13 zones based on postcode geography and taking into account the location of the Borough's main centres and shopping facilities (see Plan 2**, Appendix 1**). These zones provide the sampling framework for the household telephone interview survey (see Table 4.1). This zone-by-zone approach also enables more detailed analysis of shopping patterns and expenditure flows both within and outside the Study Area for the purpose of the retail capacity assessment, in accordance with good practice.

Table 4.1 **Study Area – Zones, Postcode Sectors, Catchments and Population**

Zones	Postcode Sectors	Geographic/ Catchment Areas	2015 Population
1	CV3 2, CV8 3	Coventry East	23,876
2	CV2 2, CV7 9, LE10 3	South Hinckley	25,220
3	CV21 1-4	Rugby Urban Area - North	36,376
4	CV22 5-7	Rugby Urban Area - South	36,683
5	CV23 8	Rural south	6,079
6	CV47 0-2, CV47 7-9	Southam and rural	17,028
7	CV23 9	Rural west	7,470
8	CV23 0	Rural north	10,450
9	LE17 4-6	Lutterworth and rural	21,421
10	NN6 6	Daventry rural	3,071
11	NN6 7	Daventry north	7,910
12	NN11 3, NN11 6	North west Banbury	9,552
13	NN11 0, NN11 4, NN11 7-9	Daventry	28,867
TOTAL:			236,018

Source: 2015 population estimates based on ONS 2012-based Sub National Population Projections and derived from CJ's in-house *Experian MMG3 Geographic Information System* (GIS).

Notes: See Study Area Plan in Appendix 1

PATTERNS OF RETAIL AND LEISURE SPENDING

4.6 CJ commissioned NEMS Market Research to carry out a household telephone interview survey (HTIS) across the defined Study Area and zones in March 2015. The questionnaire was designed by CJ and (where possible) it asked similar questions to those set out in the previous retail study in order to facilitate comparison. The questionnaire is provided in **Appendix 3** along with the survey methodology and full 'weighted' survey results.

Convenience Goods – Market Share Analysis

4.7 Convenience goods[16] retailing is generally defined as comprising everyday essential items (including food, drinks, newspapers/magazines and confectionery), as well as an

[16] For the purpose of this retail assessment 'convenience goods' and 'food' shopping have the same meaning.

element of non-durable housing goods (such as washing up liquid, kitchen roll, bin bags, etc.). In order to determine and assess current food shopping patterns across the Study Area, the household survey comprised standard questions on:

- what store households *"normally"* carry out their main 'bulk' (trolley) food purchases (questions 1), what they like about this store/centre (question 2), and how they normally travel there (question 3);
- whether they link their main food shopping trip with any other activities (question 4) and where they go for this (question 5);
- whether households also regularly visited any other stores for main 'bulk' convenience goods purchases (question 6);
- where households carry out more frequent 'top up' (basket) purchases (question 7) and whether they visit any other stores for this form of shopping (question 9); and
- what proportion of their spend on food and household groceries is spend on main food shopping (question 8).

4.8 The results for main, secondary and top up shopping are then merged through the application of a weighting based on judgements as to the proportion of household expenditure normally accounted for by each type of convenience goods shopping. In this case we have assumed a standard weighting of 65% for main 'bulk' shopping, 10% for secondary main 'bulk' shopping, 15% for primary top-up shopping, and 10% for secondary top-up shopping. This weighting produces a composite pattern of convenience goods spending and has been applied to identify market shares, expenditure and turnover throughout the remainder of this study.

4.9 It should be noted that for the purpose of this market share analysis we have included expenditure on Special Forms of Trading (SFT), including internet sales, but have removed 'null' responses (including 'don't know' as a response). Please note that a more detailed explanation of SFT is provided in **Section 3**.

4.10 For convenience shopping, the household survey shows that 4.2% of respondents across the Study Area purchase all their food shopping online. The proportion is higher for those carrying out main 'bulk' food shopping (5.9%). Based on the zones that broadly comprise the Borough area (Zones 1 to 5, 7 & 8), online food shopping is more popular within Zones 6 (6.0%) and 8 (5.5%), which comprise rural communities. In contrast, online food shopping is lower in more urban zones including Zones 1 (2.7%, 2 (2.7%) and Zone 3 (0.7%). The result indicate a greater reliance on online food shopping in areas that are not as well served or accessible to main food shopping facilities.

4.11 Looking at in-store sales in more detail, the results of the market share analysis for stores in the Borough are set out in Table 1 (**Appendix 4**). Here the market share analysis shows mixed results in terms of convenience expenditure retention across the

13 study zones. Overall, stores in Rugby Borough retain 45.1% of all convenience expenditure (top up and main food shopping) across the Study Area (i.e. Zones 1 to 13). Although this retention level may appear low, it is taken from a relatively large geographic area (i.e. the Study Area). Typically, foodstores command a catchment equivalent to a 5-10 minute drive-time (depending on the scale and location of the foodstores relative to existing competition, etc.), as shoppers are more likely to use stores in proximity to where they live. When focusing on the zones that broadly comprise the Borough area (Zones 1 to 5, 7 & 8), the retention level for all stores in the Borough increases marginally to 62.0%. Typically, retention should be higher. However, Coventry City's proximity to the Borough means that it attracts a high market share from the Borough's western zones (e.g. 75.6% and 63.7% from Zones 1 and 2, respectively.

4.12 Stores in Rugby Town Centre attract just 8.8% of all Study Area expenditure; the majority of which is directed to the Asda Superstore. Within Zones 3 and 4, which broadly correspond to the Rugby urban area, the market share for stores in the town centre increases to 19.2%. The low level of convenience market share for stores in Rugby Town Centre reflects the limited choice of main foodstore offer in the town centre. In contrast, edge and out of centre foodstores achieve a market share of 29.0% for the Study Area as a whole, increasing to 38.9% for the Borough area (Zones 1 to 5, 7 & 8) and to 60.9% in Zones 3 and 4 only (i.e. the Rugby urban area).

4.13 Looking at individual stores, the Sainsbury's at Dunchurch Road is the most popular foodstore in the Borough; attracting a market share of 12.1% within the Study Area. The store's market share increases to 16.4% within the Borough area only (i.e. Zones 1 to 5, 7 & 8). The Asda Superstore in Rugby Town Centre is the next most popular store for food shopping in the Study Area (6.4%) along with Aldi stores at Coton Park (4.7%) and Maddox Close (4.3%).

4.14 Stores in the Borough's smaller centres and villages are achieving a smaller market share of total Study Area expenditure of 7.3%; increasing to 11.0% for the Borough area. This lower level of convenience market share level is expected given that the type of provision in the Borough's smaller centres is principally aimed at top-up shopping purchases rather than main food shopping. Of note, local centre market share is higher in Hillmorton Village at 1.4% for the Study Area; increasing to 3.8% in Zone 3. Food offer in the village is supported by a Sainsbury's Local and a small Co-op store. Other local centres where market share is identified include Brownsover Village where the Tesco Express retains a market share of 5.3% in Zone 8 and Bilton Village, which attracts a market share of 2.7% in Zone 4 and 7.

4.15 Coventry and Daventry serve as the main competing centres for food shopping; attracting a market share of 15.6% and 11.0%, respectively, for the Study Area. Market shares for these centres are higher from zones closest to the centres.

Comparison Goods – Market Share Analysis

4.16 Comparison goods[17] are generally defined as items not obtained on a frequent basis and include clothing, footwear, household and recreational goods (also see Glossary of Terms). The household survey comprised of questions on the following main non-food expenditure categories, as defined by Experian Business Strategies:

- 'clothing and footwear' (question 10);
- 'recording media for pictures and sound' (such as records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (question 12);
- 'audio visual, photographic, computer items' (such as stereos, radios, TVs, software, cameras, kindles, iPads, telephones, etc.) (question 13);
- 'all other electrical goods including domestic electrical appliances' (such as irons, kettles, fans, coffee makers, food mixers), white goods (fridges, freezers, dishwashers) and smaller etc.), (question 14);
- 'shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials', (question 15);
- 'games & toys; pets and pet products; hobby items; sport, camping goods and bicycles; and musical instruments', (question 16);
- 'furniture, carpets, other floor coverings and household textiles' (includes beds, sofas, tables, etc.), (question 17);
- 'DIY goods, decorating supplies and garden products' (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc.), (question 18);
- 'personal care, including electric and non-electrical appliances, cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.', (question 19);
- 'medical goods, other pharmaceutical products and therapeutic appliances / equipment' (e.g. medical drugs, spectacles, contact lenses, hearing aids, wheelchairs, etc.), (question 20); and
- 'all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects', (question 21).

4.17 As for convenience goods, the updated retail capacity assessment draws on the overall market share analysis for all comparison goods shopping in the Borough (see Table 1 in **Appendix 5**). This has been derived by applying the market shares for the different categories of comparison goods to the comparable average per capita

[17] Please note that comparison goods and non-food shopping have the same meanings.

expenditure levels by goods type within each survey zone. This is an accepted approach as it provides a more accurate assessment of the distribution and weight of spend by respondents across each zone. The more detailed expenditure category approach means that the resultant market shares for centres and stores are not skewed by any particular comparison goods expenditure category. As a result, the analysis provides a more robust picture of overall shopping patterns for comparison goods.

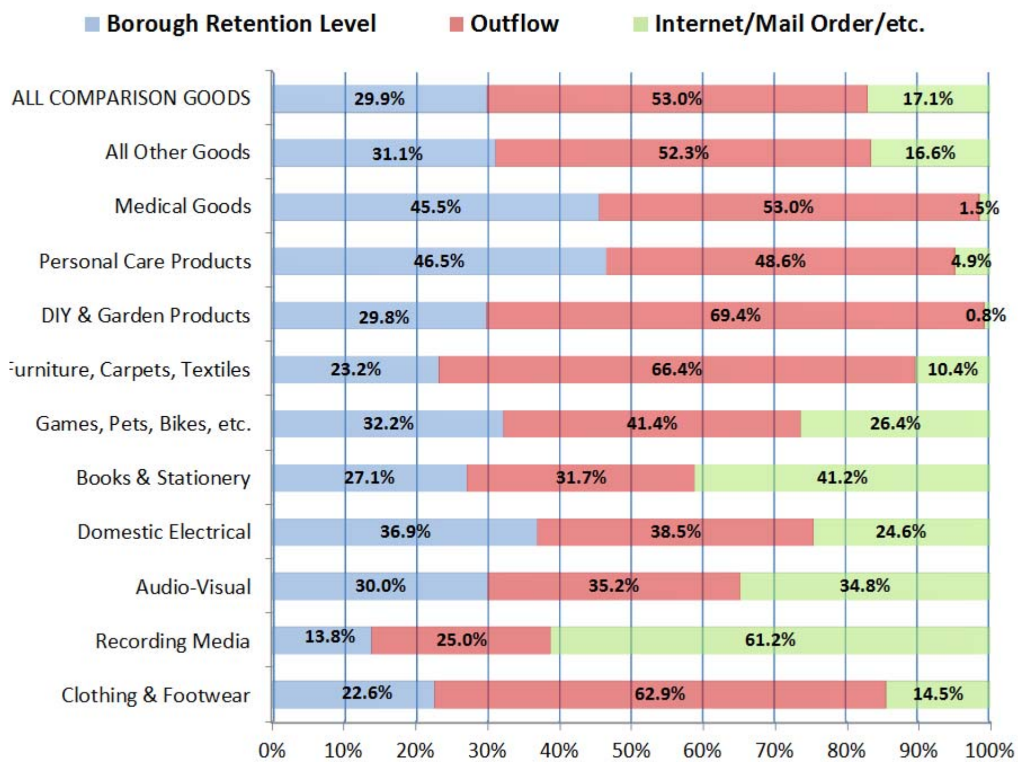
4.18 Table 1 (**Appendix 5**) shows the market shares (%) for all comparison goods shopping purchases made both within and outside the Study Area, including SFT. These total market shares have been informed by the shopping patterns for the different types of comparison goods expenditure set out in Tables 2-12. It should be noted that the market share analysis (%) takes account of the distribution and weight of spend (£) by households on the different comparison goods categories. This ensures that that the resultant shares are not skewed by any particular comparison goods expenditure category. This is a standard approach for retail assessments.

4.19 The key headlines of the market share analysis are briefly described below:

- The Borough's non-food shops and stores are achieving a retention level of 29.9% in the Study Area, increasing to 38.4% for the Borough (Zones 1 to 5, 7 & 8).
- The market share for SFT (including purchases via the internet and mail order) is 17.1% for the Study Area as a whole. It is slightly lower for the Borough area (Zones 1 to 4) at 16.6%, and market shares range from a high of 19.7% in Zone 4 (Rugby Central North) and a low of 11.4% in Zone 1 (Coventry East).
- Experian's latest *Retail Planning Briefing Note 12.1* (October 2014) shows that the national average market share for non-store (SFT) comparison goods retail sales was 15.6% in 2014. The average for the Study Area (17.1%) and Borough (16.6%) are therefore above the national average figure.
- Rugby Town Centre (20.1%) is achieving the highest market share of centres in the Study Area. Its market share increases marginally to 26.5 % for the Borough area.
- Out of centre stores and retail parks in the Borough attract a market share of 9.4% for the Study Area and 11.2% for the Borough area only. The main out of centre locations for comparison shopping within the Study Area include Junction One Retail Park (4.6%) and Elliott's Field Retail Park (2.0%).
- The Borough's smaller centres attract a very limited market share for the Study Area and Borough area (0.5% and 0.8%, respectively). This reflects the limited role of smaller centres in serving non-food retail needs.

4.20 As the figure below shows, the market shares (retention levels) for the different categories of comparison goods retailing in Rugby Borough and for internet shopping vary significantly across the Study Area (see Tables 1-12, Appendix 5).

Figure 4-1 **Market Shares for Different Categories of Comparison Goods Retail**



4.21 For example Rugby Town Centre achieves a market share of 17.3% for clothing and footwear purchases across the Study Area as a whole while the Borough retains 22.6%. Non-store clothing and footwear purchases (via the internet, mail order, etc.) account for a market share of 14.5% for the total Study Area. Out of centre stores in the Borough attract a market share of 5.2%. However, the market share is likely to increase on completion of the Elliott's Field redevelopment, which includes new Debenhams and other fashion retailers.

4.22 The analysis identifies a 62.9% 'outflow' or leakage to competing shopping locations for clothing and footwear from the wider Study Area. Key competitor centres for this form of retail include Coventry City Centre (12.5%) and Leamington Spa Town Centre (10.5%).

4.23 The figure also shows that centres and stores in Rugby Borough are achieving a more limited market share for recording media. As the table shows, this is mainly explained by the fact that a high proportion (61.2%) of recording media sales are via the internet, mail order, etc. Some 41.2% of expenditure on books and stationery is also via the internet along with 38.5% for domestic appliances and 34.8% for audio visual products. This reflects national trends and the impact of multi-channel retailing on shopping preferences and expenditure.

SUMMARY

4.24 In summary, the survey-derived market shares show that all the Borough's food and convenience stores are achieving moderate 'retention levels' in those zones that comprise the Rugby Borough area (Zones 1 to 5, 7 and 8). However, retention is stronger in Zones 3 and 4, which represent the Rugby urban area. There is more limited market penetration in peripheral zones due to competition from foodstores within or close to these zones.

4.25 The Borough's main out-of-centre foodstores are achieving a higher market share than for Rugby Town Centre; 29.0% across the Study Area as a whole, but increasing to 38.9% for the Borough area and 60.6% for Rugby urban area (Zones 3 and 4). While this indicates the potential for new investment in food and convenience goods offer in the town centre, this is unlikely to be delivered due to the current moratorium on new foodstore development by the UK's 'big four' grocery retailers.

4.26 In terms of comparison goods retailing, it is apparent that Rugby Town Centre is facing strong competition from competing centres outside the Borough (e.g. Coventry and Leamington Spa) for a wide range of non-food purchases; particularly for fashion shopping. This reflects the relative role and function of Rugby Town Centre in the sub-region; and the more limited range, choice and overall quality of the town centre's comparison goods offers compared with those higher order centres. However, Rugby Town Centre is also facing competition from shopping parks within the Borough; namely Elliott's Field and Junction One. While the redevelopment of Elliott's Field, which will include a Debenhams department store, will claw back expenditure leaking to competing centres; it will inevitably draw expenditure from the town centre.

4.27 At the same time a high proportion of household expenditure on certain comparison goods categories (i.e. audio-visual, domestic appliances, books and music) is increasingly made via the internet.

4.28 The challenge for Rugby Town Centre over the development plan period is in maintaining and strengthening their retail market shares in the face of the competition from larger neighbouring centres, increasing demand for out-of-centre facilities and the growth of internet sales. However, this will depend on whether market demand can be generated and satisfied in Rugby Town Centre through new investment and development in the scale and quality of its retail floorspace.

5.0 RUGBY TOWN CENTRE HEALTH CHECK

INTRODUCTION TO TOWN CENTRE HEALTH CHECKS

5.1 This section provides high-level health check updates for Rugby, which is the main town centre in Rugby Borough.

5.2 Health checks are recognised as important planning 'tools' for appraising and monitoring the changes in the overall vitality and viability of town centres, and informing both plan-making and decision-taking at the local level.

5.3 In accordance with the NPPG (paragraph 005), there are a number of *Key Performance Indicators* (KPIs) that are widely used (where the information exists) to help assess and monitor the overall health and performance of centres. Some of the KPIs include:

- the scale and diversity of uses (e.g. retail and services offer);
- retailer representation and demand;
- commercial property indicators (such as Prime Zone A Rents);
- changes in vacancy levels;
- accessibility and parking provision;
- the quality of the town centre environment;
- pedestrian footfall; and
- customers' views and behaviour.

5.4 In this case the most and reliable KPIs have been gathered (where possible) for Rugby Town Centre to help inform the assessment of the overall strengths and weaknesses in retail terms, the opportunities for new sustainable development and growth, and any potential current and future threats to overall vitality and viability.

5.1 The health check assessment of the town centre has been informed by analysis of the latest Experian Goad data. This analysis also provides an effective 'gap' analysis tool to help identify retail types and categories that are under or over represented in centres, benchmarked against UK averages which are based on Experian Goad's analysis of approximately 1,950 centres and shopping locations in the UK.

5.2 In addition we have also referred to other datasets and research to help assess the relative vitality and viability of the Borough's main town centres (including published data on retailer requirements and Prime Zone A rental levels from EGi and CoStar). This has been further supplemented by site visits and audits of the Borough's retail and leisure provision carried out by CJ in April 2015.

RETAIL CONTEXT

5.3 Rugby is a sub-regional centre, and is the major Town Centre in the Borough. A noted in the Rugby Town Centre Action Plan, the Town Centre faces strong retail competition from neighbouring centres, including Coventry, Leamington Spa, Nuneaton, Northampton and Leicester, which all lie within a 20-mile radius.

5.4 The Town Centre offers a generally attractive shopping environment, much of which falls within a Conservation Area. The Town Centre offer is focus mainly on traditional, pedestrianised shopping streets, including:

- **Market Place**: is a focal point for the Town Centre, with the Clock Tower making an open public square at its northern end. The shopping frontages are made up of traditional, historic buildings that give the area an attractive character. There is an entrance to the shopping centre from this street, and footfall is concentrated here. The street market is located here. On the site visit, there were a number of small food stalls located here selling specialist items. Market Place has a number of national multiple retailers, including fashion retailers such as Topshop and Monsoon and retail service occupiers such as Santander Bank. Market Place forks at the southern end into Sheep Street and High Street.
- **High Street**: leads from Market Place and is also pedestrianised. The Street is characterised by traditional shop frontages which end at the A428 Road which separates the Town Centre from Rugby School, located in a large and attractive building. There is a Marks and Spencer; however, it is proposed to relocate this store to the new units being developed at Elliott’s Field retail park. This may have a significant impact on the nature and feel of High Street, as the store occupies a prominent position and can be seen to positively boost footfall along this street. There are also a number of leisure occupiers, including independent cafes and restaurants.
- **Sheep Street**: has a similarly attractive historic quality and well maintained public realm. Towards the southern end is a cluster of leisure occupiers, including the Rugby Hotel, a public house and restaurant. However, at present there are a number of vacant units along Sheep Street in addition to charity stores, which occupy large frontages.

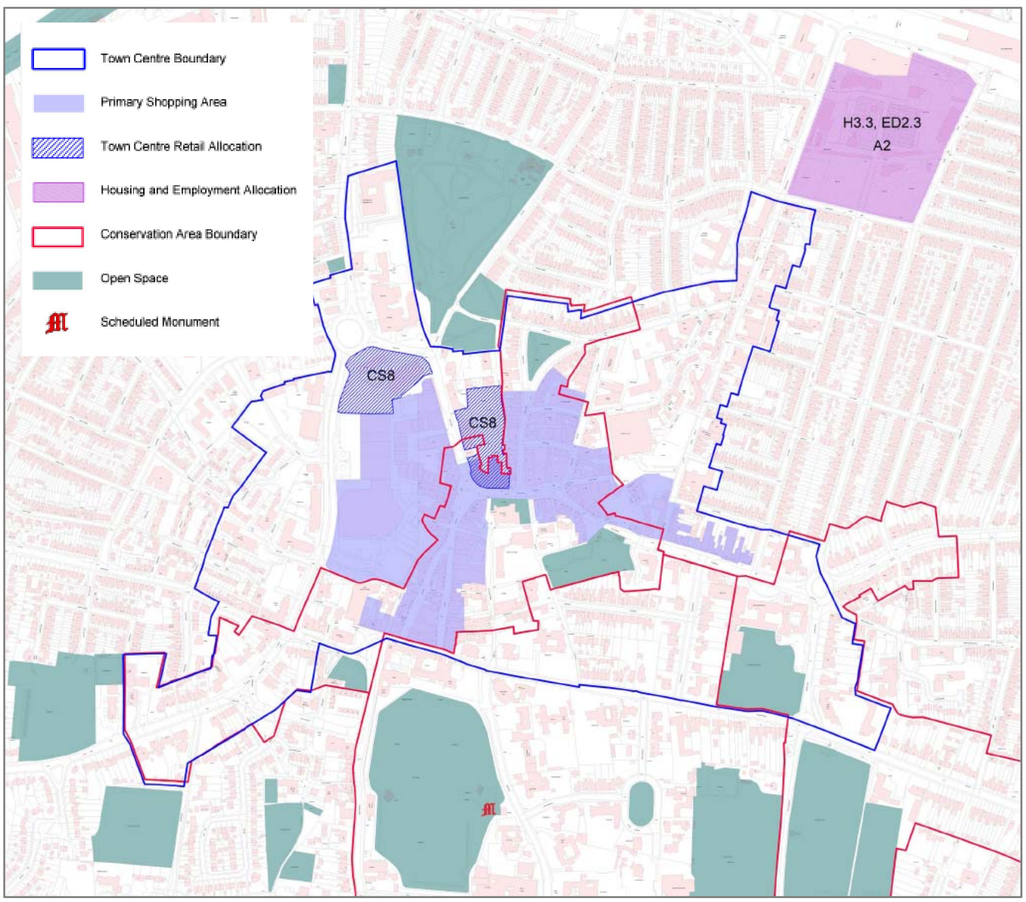
5.5 The town also benefits from a covered shopping centre – the Clock Towers Shopping Centre, which offers a range of comparison stores, most of which are national multiples (for example Clarkes shoes, New Look and Argos) in addition to an Iceland convenience store, cafes and a number of service units (for example, phone stores and travel agents). The shopping centre is located off Market Place and North Street, giving it good access through to the main shopping streets. The Clock Towers was observed at the site visit to be in need of investment, with some parts of the shopping centre in a poor state of repair and clusters of vacant units.

5.6 The Core Strategy notes that the large urban extensions planned for Rugby urban area provide an opportunity for increased expenditure on shopping and leisure in the Town Centre. Policies CS6 to CS9 detail priorities for development of the centre, including the allocation of two strategic sites - North Street and Evreux Way – and guidance for the primary shopping area development.

5.7 Several initiatives are underway as part of the ongoing efforts of the Rugby Business Improvement District (BID) 'Rugby First', to improve the attractiveness the Town Centre to investors. As part of this, a Town Centre Action Plan has been produced. Results have been a reduction in the level of town centre vacancies and investment into the town's night time economy.

5.8 A map of Rugby Town Centre boundary and Primary Shopping Area is identified in the Core Strategy (Town Centre Inset map) and provided below:

Figure 5-1 **Rugby Town Centre**



Source: Town Centre Inset Map Local Plan 2011, Rugby Borough Council

5.9 As the plan shows, the Primary Shopping Area defined by the Council sits includes the town centre's traditional shopping areas of High Street, Market Place, Sheep Street, Church Street, and the Clock Towers Shopping Centre. Secondary shopping areas are also included (e.g. Regent Street, Albert Street, Castle Street, Henry Street) which provide a greater mix of retail and commercial uses.

5.10 Primary and secondary frontages are not identified within the PSA boundary. Further assessment of the PSA and recommendations on defining primary and secondary frontages is provided in **Section 11**.

RETAIL COMPOSITION AND DIVERSITY

5.11 The assessment of the current retail and service provision in Rugby Town Centre (measured by outlets) has been informed by the latest Experian Goad Category Report (May 2014) and compared against the data taken from an equivalent 2007 Goad survey.

5.12 The tables below shows the distribution of retail units and floorspace, benchmarked against the national average for all centres and shopping locations surveyed by Experian Goad.

Table 5.2 **Rugby Town Centre Retail Composition by Units, 2007 and 2014**

Category	2014			2007			Change 2007 - 2014 (units)
	Units	% of total	UK average %	Units	% of total	UK average %	
Comparison	126	32.1%	32.5%	150	38.2%	31.1%	**-24**
Convenience	29	7.4%	8.4%	19	4.8%	7.5%	**10**
Total Service:	192	48.9%	37.3%	177	45.0%	39.0%	**15**
Retail Service	*59*	*15.0%*	*14.1%*	*43*	*10.9%*	*11.2%*	***16***
Leisure service	*77*	*19.6%*	*22.4%*	*75*	*19.1%*	*18.6%*	***2***
Finance and business	*56*	*14.2%*	*10.8%*	*59*	*15.0%*	*9.2%*	***-3***
Other	1	0.3%	0.1%	0	0.0%	1.5%	**1**
Vacant	45	11.5%	11.4%	35	8.9%	8.5%	**10**
Total	**393**	**-**	**-**	**381**	**-**	**-**	**12**

Source: Experian Goad, 2007 and 2014

Notes: The Experian Goad survey boundary for Rugby broadly compares to the Primary Shopping Area defined in the Local Plan 2011. More recent survey data from Experian Goad identify an increase in vacant units, which accounts for the closure of the Morrisons store. This is discussed in more detail later in this section.

Table 5.3 **Rugby Town Centre Retail Composition by Floorspace (m^2 gross), 2007 and 2014**

Category	2014			2007			Change 2007 - 2014 (units)
	Floorspace (m^2 gross)	% of total	UK average %	Floorspace (m^2 gross)	% of total	UK average %	
Comparison	266,500	36.2%	36.1%	296,800	40.3%	30.95	**-4.1%**
Convenience	103,800	14.1%	15.0%	45,200	6.1%	11.12	**8.0%**
Total Service:	296,600	40.3%	38.9%	345,000	46.8%	30.7%	**-6.6%**
Retail Service	*60,000*	8.1%	*7.4%*	*55,700*	7.6%	*5.6%*	***0.6%***
Leisure service	*147,400*	20.0%	*23.3%*	*181,200*	24.6%	*18.0%*	***-4.6%***
Finance and business	*89,200*	12.1%	*8.2%*	*108,100*	14.7%	*7.1%*	***-2.6%***
Other	2,300	0.3%	12.0%	0	0.0%	0.1%	**0.3%**
Vacant	67,200	9.1%	9.2%	108,500	14.7%	6.3%	**-5.6%**
Total	**736,400**			**795,500**			

Source: Experian Goad, 2007 and 2014

Notes: The Experian Goad survey boundary for Rugby broadly compares to the Primary Shopping Area defined in the Local Plan 2011. More recent survey data from Experian Goad identify an increase in vacant floorspace associated with the closure of the Morrisons store. This is discussed in more detail later in this section.

5.13 There are 393 units recorded to be in Rugby Town Centre. This has increased by 12 units, from 381 units in 2007.

5.14 The representation of comparison retail units and floorspace in Rugby is broadly in line with the UK average. However, the representation has reduced by 24 units since 2007, also equating to a loss of total comparison floorspace. Within this overall figure, the representation of charity shops is above the UK average (4.1% compared to 2.6% of units), and the proportion of ladies wear units is in line with the national average (2.4%). However, the proportion of national multiple comparison retailers is relatively high in the centre (44.5%), with brands such as Marks and Spencer, Topshop and New Look present in the main shopping areas. However, it should be noted that Marks and Spencer, who occupy a large unit on High Street, are expected to relocate to the new units being developed at Elliott's Field Retail Park.

5.15 Charity shops, of which there are 16 in the centre, currently represent the highest proportion of any category of comparison unit. The Goad Plan and site visit found concentrations of these in primary shopping streets including High Street and Sheep Street.

5.16 Overall, convenience provision is below the UK average in Rugby (7.4% of units compared to 8.4%). However, the provision of convenience retail has increased significantly since 2007, with floorspace more than doubling over the period. The opening of the large Asda Superstore within the Town Centre is a key contributor to this. The Goad data shows there to be 29 convenience stores in Rugby in total, including six Bakers & Confectioners, four convenience stores and four supermarkets.

The centre is served by smaller supermarkets such as the Iceland in the Clock Towers and a Sainsbury's Local on Clifton Road, which supplement the Asda Superstore. The Asda superstore is large (with around 13 tills) and on the site visit was observed to be well used. At time of preparing this study Morrisons closed their small foodstore at Westway, which formed part of the company's strategic closure of loss-making stores across the country. There is no indication that the store will be re-occupied by another grocer and currently remains vacant.

5.17 With the loss of Morrisons, the Asda store serves as the main convenience anchor for the town centre. Even taking account of other smaller convenience offer overall provision is below the national averages and there is scope for some increase in provision. There are some providers that are not currently present in the centre such as Waitrose and Lidl that may provide greater choice. This is likely to be in the form of smaller format stores, due to the existing presence of a large supermarket within the Town Centre.

5.18 The representation of service retailers in Rugby Town Centre is above national average levels (48.9% compared to 47.3%). This category includes 37 Health and Beauty units, representing 9.4% which is above the national average of 8.6%. Leisure service provision is slightly below the UK average.

5.19 In terms of the evening economy, provision includes 7 wine bars, 3 clubs and 1 nightclub, all of which are marginally above the UK average level of provision. Other leisure also includes 12 pubs, 11 cafes, 16 fast food and takeaway units and 16 restaurants, all of which are marginally below UK average levels of provision. There is one theatre in the town centre, but no cinema provision. However, the town is supported by provision at the Cineworld at Junction One Retail Park. The data suggests that the Town Centre has a good level of provision to support the centre's evening economy, but that the centre's leisure provision could be improved with a better range of food and beverage units in the centre, which would in turn support the daytime economy. A more detailed review of leisure provision is provided in **Section 9**.

5.20 The provision of finance and business services in the centre is above UK averages and includes 20 Property Services, 14 Retail Banks and four Financial Services. This highlights Rugby's role as an important service centre for surrounding populations.

5.21 Experian Goad identify 137 total 'multiple' retailers in the town centre, which account for 54% of all convenience and comparison retailers. The proportion of 'multiples' remains largely unchanged from 55% recorded in the 2008 Retail Study. However, with Marks & Spencer, TopShop/TopMan, Burton and Dorothy Perkins poised to leave the town centre, the number of multiples will fall.

5.22 Retail 'multiples' are largely represented by comparison retailers, which account for 44.5% of retailers in Rugby (compared to a UK average of 42.9%). The centre falls marginally below UK averages for multiple retailer representation for convenience (9.5% compared to 11.3%). For leisure services, the centre falls below the UK average for multiple retailers (14.6% compared to 20.0%). Across most categories therefore, the representation of major and national multiple retailers is below the UK average.

5.23 In terms of 'Major Retailers' present in the centre (as defined by Goad), the centre is represented by the following:

- One 'department store' (Marks & Spencer – note, it is understood that M&S will soon relocate to Elliott's Field Retail Park)
- Three major clothing retailers (Dorothy Perkins, New Look and Topshop/ Topman and Burton – who are also expected to relocate to Elliott's field);
- Three mixed good retailers (Argos, Boots, W H Smith and Wilkos);
- One major supermarket (Asda); and
- Five other major retailers (Carphone Warehouse, Clarks, Clintons, O2, Superdrug, Phones 4 U and Vodafone).

5.24 Javelin VenueScore provides a benchmark to compare attractiveness of town centres and shopping centres, which takes account of the quality, range and retail 'multiple' representation for centres. VenueScore is often used by investors to gauge town centre performance.

5.25 The table below identifies the VenueScore ranking for Rugby and competing centres since 2009.

Table 5.4 **Javelin VenueScore Ranking by Centre**

Centre	Ranking 2009	Ranking 2014/2015
Birmingham City Centre	3	4
Leicester City Centre	11	17
Northampton Town Centre	47	89
Coventry City Centre	52	67
Royal Leamington Spa Town Centre	93	84
Rugby Town Centre	**205**	**192**
Elliott's Field Retail Park	878	1,021
Junction One Retail Park	n/a	1,608

Source: Javelin VenueScore

5.26 As the table shows, Rugby's position in the VenueScore ranking has 'improved' since 2009, but sits well below the ranking of key competitor centres. This is will reflect the strength of retail offer in centres, such as Coventry. However, with key stores set to close or relocate from Rugby Town Centre, this is likely to impact on Rugby's ranking position. For example, we understand that the presence of a department store in a town centre will increase the score of a town centre. Therefore, the closure of the Marks &

Spencer in Rugby will have a negative impact on the centre's position. At the same time, an increase in major retailers at Elliott's Field and Junction One is expected to improve the ranking for both retail parks.

VACANCY LEVELS

5.27 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time. In this case we have drawn on the vacancy levels shown in the Experian Goad data.

5.28 However, it should be noted at the outset that simple assessments of the number and proportion of vacant units in centres have to be interpreted with caution, as there is a natural 'churn' of units closing and opening in centres at any one time. For example, some shops may be vacant because they are undergoing refurbishment for immediate occupation, or they may be subject to redevelopment plans. Conversely, although low vacancy levels are often interpreted as a sign that a centre is performing strongly, it may also mask the fact that there is a limited supply of new floorspace to meet the needs of retailers and businesses seeking representation in the town centre.

5.29 As the table below shows, more recent data from Experian Goad recorded some 47 vacant units in the town centre in April 2015. This represents an increase from Experian Goad's previous survey of town centre uses in April 2014, which informed Table 5.2 of this report. The 2015 figure is equivalent to a vacancy level of 11.9%, which is just above the national average for all centres recorded by Experian of 11.3%. The number of vacant outlets has increased from 35 in 2007 (according to the 2007 Retail Study), equivalent to a vacancy level of 8.9%. The national vacancy rate has also increased between 2007 and 2015, from 8.5% to 11.3%, which is a sign of the changing economic climate following the economic recession. In relation to floorspace, the proportion of the town centre that is vacant is lower, representing 10.5%; above the national average of 9.2%.

Table 5.5 **Revised Vacancy Rate for Rugby Town Centre by Unit and Floorspace**

Vacant Units	% of Total Units	National Average (%)	Vacant Floorspace (m^2)	% of Total Floorspace	National Average (%)
47	11.5%	11.3%	77,400	10.5%	9.2%

Source: Experian Goad Survey April 2015.

Notes: The Experian Goad survey boundary for Rugby broadly compares to the Primary Shopping Area defined in the Local Plan 2011.

Vacancies have been updated to take account of more recent data from Experian Goad on vacant units and floorspace. Therefore, the figures do not compare to Table 5.3, which is based on 2014 survey information.

The percentage of vacant floorspace is based on total floorspace identified from the Experian Goad Category Report for 2014, which assumes no change.

5.30 The Goad plan of the 2015 Survey identified where vacant units were located in the Town Centre. As the plan below shows, the vacant units (shaded dark yellow) are spread throughout the primary shopping area, with some clustered along High Street (7 units), the Clock Towers Shopping Centre (5 units) and the Swan Centre (7 units). With the exception of the former Morrisons store (1,160m^2), the majority vacant units in the town centre are small to medium sized (100m^2 to 230m^2).

Figure 5-2 **Vacant Units in Rugby Town Centre**

Source: Experian Goad 2015

Note: The Experian Goad survey boundary for Rugby broadly compares to the Primary Shopping Area defined in the Local Plan 2011

5.31 The site visit confirmed that the total number of vacancies remained fairly constant, with an overall reduction by one unit. However, this masks a trend of high churn, with 14 shops re-opening and 14 more becoming vacant in this time. The hot spots for vacancies remained the same, and there is some evidence to show that shops that are being let are opening as charity shops or given special incentives such as low rent or short term leases.

RETAILER REQUIREMENTS

5.32 Retailer demand for representation in a shopping location normally provides a good indication of a centre's overall attraction, health and viability. The *CoStar Focus* national retailer requirements database is a standard published dataset used to inform retail assessments and provides consistently sourced evidence detailing the changes in retailer requirements over a period of time.

5.33 The latest CoStar Report recorded six requirements for retail floorspace in Rugby in April 2015, representing a total maximum floorspace requirement of 3,019 m^2 gross (see table below). There were no requirements for leisure floorspace.

Table 5.6 **Rugby Retailer Requirements**

Category	Name	Max floorspace (m^2)
Retail	Cycle Republic	557
	Rush Hair - West Midlands	139
	Savers Health and Beauty	372
	Majestic Wine	465
	Grainger Games	1,301
	Phase Eight	186
Total floorspace requirement:		3,019

Source: CoStar FOCUS

5.34 Of the six requirements overall, there was one requirements from a traditional comparison retailers (Phase Eight) and two from retail service operators (Rush Hair and Savers Health and Beauty). The majority of requirements were from national multiple retailers. The requirements for the larger format units from Majestic Wine and Grainger Games will be more suited to out or edge of centre sites.

5.35 Notwithstanding this high level assessment of current market demand, the Council should be aware that many retailers prefer not to publish their requirements as it could damage their negotiating position where they are seeking representation in new locations. Moreover, such databases can only identify the current level of market demand and do not reflect how demand might change in the future following new development and investment. For example experience shows that a new scheme that offers retailers modern, well-configured floorspace adjacent to like-minded tenants in a prominent location will generally generate a significant uplift in market interest and demand.

PRIME ZONE A RENTS

5.36 The level of rent that businesses are prepared to pay for retail space in a centre provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location.

5.37 The Autumn 2012 Colliers International Great Britain Retail report states identified Rugby as a 'Worst Performer' in the West Midlands in terms of prime zone A rents. Rugby is recorded as being 15.4% below the West Midlands average of £105 per square foot (£88.8 per square foot). It should be noted however that the West Midlands region overall enjoys one of the highest average prime rental levels in the UK, behind Yorkshire & the Humber (£127 per square foot) and Outer & Central London (£121 and £341 per square foot respectively).

5.38 Recent data gathered from current units for sale in the Town Centre indicate that rents may have risen slightly since 2012, with units on High Street being advertised at £142 per square foot and in the Clock Towers at £129 per square foot. More traditional, attractive historic retail units in the core shopping area can go for much higher rents, as one retail unit on Sheep Street advertised at over £400 per square foot shows. The 2008 Rugby Retail Study stated that at mid-2007, prime rents in Rugby were estimated at £90 per square foot Zone A (based on PROMIS Report). This represented no change on the end 2006 level of prime rents in the town.

ACCESSIBILITY & PEDESTRIAN FLOWS

Accessibility

5.39 Rugby town centre good access via both public and private transport, particularly to surrounding towns and into London.

5.40 Rugby railway station provides regular services to surrounding towns, including a fast service to London in around one hour. However, the railway station is located 1.5 km (around 15 minutes' walk) from the primary shopping streets in the Town Centre, and is accessed via residential and secondary shopping streets. This sets the station apart from the main Town Centre area and discourages activity linked to the station from linking to visits to the Town Centre retail and leisure offer.

5.41 By road, the Town Centre is bounded by two A roads (the A428 and A426) which provide links out to the M6 Junction 1 (approximately 4.7 km to the north of Rugby), the M1 Junction 18 (5.5 km to the east) and the M45 (approximately 5.3 km to the south).

5.42 There is good access to the Town Centre for pedestrians, with the majority of the core shopping area now pedestrianised. The level of connectivity provided by these streets is assessed in the section below under pedestrian flows.

5.43 Rugby Council currently operates ten town centre car parks at various locations across the centre. The largest of these is Jon Barford multi-storey car park located don James Street, which accommodates 570 long and short stay spaces. There are also two car parks that are not run by the Council located to the rear of the Clock Towers Shopping Centre. Prices are generally around £1 for two to three hours. A free parking scheme was run in the lead up to Christmas for all Council run car parks in the Town Centre.

5.44 The 2009 Rugby Retail Study highlights the media coverage at the time of the predicted crisis in the levels of car parking in the town centre. It was anticipated that the new large car park provided as part of the Asda development would alleviate some but not all of the shortfall.

Pedestrian Flows

5.45 Springboard data on footfall at various locations in Rugby Town Centre shows that footfall in Rugby has declines significantly between October 2014 and January 2015. The main streets surveyed all experienced a decline in footfall over this period – including the Clock Tower area, Market Place and Regent Street. This is in the context of a much more gradual decline in footfall being experienced in the West Midlands region and across the UK more generally in key shopping areas.

5.46 Footfall in the Town Centre was observed during the site visit to be highest in the clock tower public square and along Market Street and High Street. Footfall was observed to be low along Sheep Street and also along North Street.

5.47 The layout of the town centre presents some barriers to circulation, for example where both Market Street and Sheep Street finish abruptly with the main road cutting across the southern edge of the Town Centre. There was also a lack of pedestrian circulation noted between the Asda store and the traditional shopping streets, and some indication that people may not be making linked trips. The car park is located to the rear of the store and faces the rear of town centre units, creating a barrier between the store entrance and the rest of the Town Centre. The high levels of vacancy in the streets adjoining the store may be evidence of this.

5.48 The secondary shopping streets to the east of the PSA have a higher proportion of units in use as offices and community uses, and therefore had lower footfall when visited at midday on a weekday. In general, footfall was significantly lower in the peripheral areas of the PSA.

CUSTOMER VIEWS AND PERCEPTIONS

Household Survey

5.49 The household telephone interview survey asked specific questions on respondents' views and perceptions of the Town Centre as a place to shop and visit for a wide range of uses and attractions. This included identifying key improvements residents would like to see that might encourage them to visit Rugby Town Centre more often for shopping and other purposes. Respondents were also asked about their anticipated levels of use of the Town Centre relative to the newly redeveloped out of town retail at Elliott's Field.

5.50 Respondents were asked what, if anything, they would improve in Rugby Town Centre that would encourage them to visit more often. The table below provides a summary of the top ten most frequently raised suggested improvements for the town centre.

Table 5.7 **Key Improvements for Rugby Town Centre**

Response	Study Area
National multiple shops / High Street shops - more and / or better quality	23.9%
Nothing	23.8%
Clothing & footwear shops generally - more and / or better choice	16.2%
Independent shops - more and / or better quality	13.2%
Car parking - free	11.5%
Car parking - more spaces	9.3%
Womens' & girls' clothing & footwear - more and / or better choice	7.1%
Boutiques / designer shops - more and / or better quality	4.8%
Better access by road	3.9%
Mens' & boys' clothing & footwear - more and / or better choice	3.5%

Source: HTIS, 2015

5.51 As the table above shows, the largest proportion of respondents stated that they would like more or better quality national multiple shops/ high street shops (23.9%). The other most frequent responses also indicate similar aspirations from respondents for a better range of shops in the Town Centre, including more/ better fashion and footwear (for both men and women) in addition to more/ better boutiques and independent shops.

5.52 Car parking was also identified as a key area for improvement. Historically, there has been a shortage of car parking identified in the Town Centre, although there have been recent expansions to provision. Despite this expansion, 9.3% of respondents identified more car parking spaces as a key improvement and 11.5% identified free car parking as another positive improvement that could be made.

5.53 23.8% of respondents also stated that there was ‘nothing or very little’ that they would like to see improved.

5.54 Respondents were also asked two questions relating to the redeveloped Elliott’s Field Retail Park. Firstly, respondents were asked whether, once the redeveloped Elliott’s Field Retail Park opens later this year, they expected to visit the retail park more often than the centre or retail location they currently normally shop in. The responses answered significantly in support of the proposition that they would be more likely to visit Elliott’s Field. A breakdown of the responses show that 37% of respondents would ‘definitely’ visit Elliott’s Field more often than the centre they normally visit and 35.1% stating they would ‘probably’ visit Elliott’s Field more often than the centre they normally visit. Almost a fifth (19.3%) of respondents would not visit Elliott’s Field more than where they normally visit with remaining respondents, 8.6%, stating they were not sure or don’t know.

5.55 Responses to this question were analysed against the centre respondents normally visit for clothing and footwear purchases. Almost three quarters of those who normally visit

Rugby Town Centre for this type of shopping will 'definitely' or 'probably' visit Elliott's Field Retail Park more often than the centre they normally visit (i.e. Rugby Town Centre). However, the analysis also shows that respondents who normally visit competing centres outside of the Borough (e.g. Coventry and Northampton) will visit Elliott's Field Retail Park more often.

5.56 Respondents were then asked if they do visit Elliott's Field Retail Park when it opens, how often they expected to link this trip on the same day with a trip to Rugby Town Centre. The majority of respondents (52.0%) answered that they would likely 'never' link trips. Around a quarter of respondents felt that they would link trips regularly, with 12% responding that they would link trips between Elliott's Field and the Town Centre on every trip and 9% responding they would likely link every other trip.

5.57 In summary, the Household survey highlights the perception that the Town Centre is currently lacking in key high street brands. The redevelopment of Elliott's Field retail park, which will introduce many new national multiple brands to Rugby may have an impact on trade in the Town Centre. The respondents have also indicated that they would be more likely to visit Elliott's field more often than their current retail centre once reopened. The results suggest that while Elliott's Field will attract shoppers travelling to competing centres, it will also displace shoppers from Rugby Town Centre. The survey also indicates that most of those intending to visit Elliott's Field when it opens are not anticipating linking trips to the town centre.

Stakeholder Consultation

5.58 A stakeholder consultation workshop was hosted by Rugby Borough Council on 27th May 2015, which provided a discussion on the future vision for Rugby Town Centre as well as highlighting emerging findings on the retail study. The event was attended by a wide range of stakeholders including town centre business owners and key landowners/ their agents.

5.59 Measures to promote Rugby Town Centre were explored in the stakeholder workshop. Some of the key points raised at the event included the following:

- Greater investment in promoting the town's links with rugby and capitalising on the Rugby World Cup. This would boost tourism for the town centre.
- Parking and traffic flow was also discussed and means to improve pedestrian connectivity.
- Improvements to the physical environment were also highlighted with some stakeholders suggesting improvements to street furniture and lighting and promoting the market town aesthetic.
- The need to enhance the town centre's food and beverage offer was also highlighted.

- The potential to enhance the quality of town's street market was raised including the potential for a food market.
- Some stakeholders highlighted the need to contract the town centre and the potential for the Council to invest in properties in their ownership.
- Better marketing of the town centre was suggested and highlighting the town's assets.
- Business rates was highlighted as a key constraint to local businesses with more investment needed in supporting business start-ups e.g. longer rent-free periods.

5.60 Separate discussions were also carried out with a number of stakeholders including representatives from Rugby BID and Clock Towers Shopping Centre. The most pertinent issue arising was the potential impact of the Elliott's Field redevelopment and loss of retailers from Rugby Town Centre. This was a key concern for Clock Towers and Rugby BID with the potential for other retail anchors relocate from the town centre to Elliott's Field or from Rugby altogether. This would further erode investor confidence in the town centre.

ENVIRONMENTAL QUALITY

5.61 On the site visit, the public realm was observed to be well maintained along the main shopping streets, with attractive public planting along Market Street, High Street and Sheep Street. The Clock Towers shopping Centre appeared somewhat dated and in need of repair to parts of the roof. There are also a number of attractive secondary shopping streets with traditional, historic frontages, for example Regent Street.

5.62 The northern end of the Town centre, around North Street car park appeared to be in some preparation for redevelopment as part of the Clock Towers redevelopment, with some hoardings up.

NEW INVESTMENT AND DEVELOPMENT

5.63 There are a number of plans currently in place for the development of a strategic Town Centre site at Evreux Way.

5.64 In January 2014, plans were approved for an extension to the Clock Towers Shopping Centre on Evreux Way to provide a new department store and cinema, to create an extension to the existing Clock Towers Shopping Centre (App No R13/1916). However, subsequent approvals for retail developments in out of town retail parks has led to a submission of an alternative development plan in September 2014 (App No R14/1582), which focuses primarily on leisure uses including a five-screen cinema, which was approved by the Council on 7th January 2014. The development would provide an additional 1,226m^2 of A1/A3 floorspace, 418m^2 of A1 floorspace and 1,858m^2 of leisure floorspace, in the form of:

- Four Large A3 Restaurant/Cafe Units

- One smaller A3 Restaurant/Café Unit
- Three flexible A1/A3 Retail/Restaurant Units
- One A1 Retail Space Unit
- 5 screen cinema, with digital screening allowing for flexible use (including educational, conferencing, sports and arts event screenings)

5.65 The planning consent also includes public realm improvements and a flexible performance space. However, it is uncertain whether the application will be implemented given that the shopping centre has been acquired by a new owner at the time of completing this study.

5.66 In addition to this, a previous outline planning application for part of the site was submitted in 2011 (App No R10/1860) which would include a new foodstore (6,040m^2) and additional retail and leisure uses (up to 1,000m^2). This was held in abeyance, however it has progressed to determination stage in July 2014. No decision has been made yet on this application.

SUMMARY

5.67 The 2008 RLNS found the level of comparison shopping provision to be in line with national averages. However, there was an underrepresentation of national multiple comparison retailers, which has particularly affected the range of fashion retail occupiers in the centre. The town centre health check provided as part of the Elliott's Field Retail Park planning application (2013) suggests that the town centre may not be catering for a full range of shoppers' comparison retail needs. This has led to increasing competition from surrounding town centres and retail parks, which tend to offer a greater range of the core national multiple fashion occupiers. The rise of independent retail and café/ restaurant occupiers in the centre reflects the changing role of the centre in light of increasing competition to attract national multiple brands. This reflects national trends where the role of commercial leisure is, which has helped to increase dwell times in town centres.

5.68 Our updated health check has identified that Rugby Town Centre has a number of key strengths and opportunities:

- The Town Centre has a number of attractive historic retail frontages along primary shopping streets. The Clock Towers Shopping Centre appears to be in need of some investment. The proposed development at Evreux Way will improve the look and feel of the gateway to the Town Centre in addition to enhancing the centre's leisure offer.
- The Town Centre has seen a reduction in the amount of comparison shopping since 2007, and the presence of branded high street fashion retailers is particularly low. The ongoing development of Rugby's out of centre retail parks includes comparison shopping such as clothing and footwear, which may exacerbate competition between retail parks and the Town Centre. An example is the relocation of Marks

and Spencer to Elliott's Field, although this is in line with a national movement of M&S stores out of smaller town centres.

- Convenience provision in the Town Centre is good, with a mix of store types and brands. There remains some scope for an increase in provision, for example a wider range of branded occupiers not currently present in the town and more smaller-format stores.
- Leisure provision in the Town Centre includes a good range of occupiers catering for the evening economy, including a large number of pubs. The provision of other categories of food and drink occupiers in the Town Centre is consistently below national averages. Therefore, leisure provision could be improved with a better range of food and beverage units in the centre, which would in turn support the daytime economy.
- The Town Centre has a low proportion of major national multiple retailers. Investment into attracting these occupiers may help the Town Centre to compete with the out of town national multiple stores. However, investment into the Town Centres independent occupiers will help it to form an offer that is different to the out of town retail parks, and should also be promoted.
- The level of vacancy in the Town Centre has increase since 2007, although remains in line with the national average. There are some clusters of vacancies particularly along the primary frontage, which suggest that these occupiers are not trading as well as they should be. These areas (Market Street and Sheep Street) also have a higher proportion of charity stores than other streets in the centre.
- In relation to rents, Rugby has been highlighted as one of the worst performers in the region. However, it should be noted that the West Midlands region enjoys relatively high average prime retail zone A rents.
- The Town Centre enjoys high levels of accessibility by road and rail, particularly to London, making it a potential commuter location. However, links between the rail station and the Town Centre could be improved, as the two currently lie separated by residential areas. The provision of car parking has been assessed as adequate, although research has identified projected shortages in past reports.
- There is a perception that the Town Centre is currently lacking in key high street brands, identified by the Household Survey. As a result of this, respondents have also indicated that they would be more likely to visit Elliot's field more often than their current retail centre once reopened, where the key high street brands will be located.
- Primary and secondary shopping streets are currently not defined by policy. This review has assessed Primary shopping streets to be Market Place, Sheep Street and High Street. Post development the clock towers could also be considered within the primary shopping frontage. Part of North Street could also be included. Secondary shopping streets are all others within the PSA.

6.0 OUT OF CENTRE AND LOCAL CENTRE PROVISION

6.1 This section of the study assesses the current and future planned provision outside of Rugby town centre located at retail parks and in standalone stores, the latter often located within local parades. This section will also provide an overview of identified provision at local parades. Future out of centre retail that may come forward as part of strategic residential developments is also set out.

RETAIL PARKS

6.2 There two large out of centre retail parks in Rugby, as set out below. Since opening in the 1980s/ 90s, these retail parks have steadily expanded. Both retail parks have recently been given permission for further expansion and another new retail park is soon to be developed at Technology Drive. All three out of centre parks are located along Leicester Road which leads directly into the town centre – less than ten minutes by car. Given the quantity of retail space these out of centre locations support, combined with their proximity to the Town Centre, the future expansion of these retail parks should be carefully considered in relation to their potential impact on the performance of the Town Centre.

Junction One Retail & Leisure Park

6.3 Junction One Retail & Leisure Park is the largest of the out of town retail parks currently serving Rugby. It is located around 1.7km from the Town Centre. It is easily accessible by car via Leicester Road (the A426). The retail park is thought to be trading well and appeared busy when observed during the site visit on a weekday morning.

6.4 The original planning permission for construction of A1 non-food retail, B1 and A3 space was granted in 2994. Since the opening of the park, three further planning permissions for expansion to the park have subsequently been granted. In 2002, permission was granted for two additional non-food units (ref. R01/0881/19723/P) and then January and September 2010 for the erection of additional units (four in total), for flexible A1/A3 uses.

6.5 The total floorspace of the current units occupying Junction One Retail Park is 16,097m^2 with approximately 8,500m^2 dedicated to A1 retail. Current occupiers include the following:

- Five A1 comparison goods occupiers: The Range, Laura Ashley Home; Dreams Bed Superstore; JJB Sports; Boots.
- Four A1 occupiers trading in electronics, computers and/or phones: Curry's/ PC World; Maplin; The Carphone Warehouse; O2.
- Six Leisure occupiers: Cineworld; Superbowl; Virgin Active Health Club; KFC; McDonalds; Frankie & Benny's.

6.6 The A1 retail units are large-format/ bulky goods retailers and are not occupied by what could be considered as typical high street retailers. The retail park benefits from a significant leisure offer, including a multiplex cinema, health club and tenpin bowling in addition to smaller food and beverage units.

6.7 There are signs that the retail park will continue to expand with further plans for expansion approved over the short term. Planning permission was granted in 2014 for the erection of an additional 5,670 m^2 of A1 retail floorspace (R13/2074). The planning application stated that new units were intended to be occupied by Carpetright, Pets at Home and Brantano and two further large-format retailers. These occupiers are currently located in Elliott's Field Retail Park but are understood to be moving across to Junction One following the redevelopment of Elliott's Field. Restrictions have been placed on the type of goods that can be traded form these new units in order to limit competition with the town centre. Therefore, the sale of the goods such as beauty products, clothing, footwear and accessories, food (for consumption off the premises), is limited to one unit (a maximum of 1,162m^2). The development will be on land previously used for parking that is now vacant.

6.8 A subsequent application was then submitted in December 2014 to vary the permission and change the plans to reflect the intention of B&M Bargains to occupy two thirds of the proposed ground floor space (Ref. R14/2095). The changes would also require 20% of the net sales area (418m^2) of the floorspace to be used for the sale of food goods, which would not be permitted under the current restrictions placed on the previous application. The new application is therefore for three rather than five units. B&M Bargains also have a store in the Town Centre, but have not proposed to vacate this unit if permission is granted for the Junction One unit.

6.9 In addition to this, there will be a shift of focus in the existing floorspace from the extent of retail floorspace will also be expanded via a change of use on the large Superbowl unit. In October 2014, permission was granted for a change of use from Leisure (Use Class D2) to Retail (A1) and associated external alterations. It is proposed that the retailer Matalan will now occupy the unit. The change of use an addition of a mezzanine floor will create 2,602m^2 of clothing and footwear sales floorspace (with a sales area of around 1,879m^2).

Elliott's Field Retail Park

6.10 Elliott's Field retail park is located almost adjacent to Junction One Retail Park, further to the north along Leicester Road. It is situated approximately 1.3 miles outside Rugby Town Centre.

6.11 The retail park opened in 1988 and has continued to expand since then to a total of 15,640 m^2 comparison floorspace in 2014. There were previously 11 units on site, although all but two (TK Maxx and Halfords) have now been demolished to make way for the redevelopment, which is detailed below.

6.12 Permission was granted to expand Elliott's Field Retail Park (Ref. R11/1297 and Ref. R13/1661), including the demolition of the existing central and eastern terraces (including a car wash, B1 and C2 uses) to create 11 new retail units, an A1 retail anchor store and two cafés. The net increase will be 14,035m^2 GIA of A1 retail (with a maximum of 800m^2 for food sales) and 279m^2 of A3 (food and beverage) floorspace. The latest development is anticipated to open by autumn 2015. The anchor unit will be circa 2,815m^2 GIA at ground floor and a full cover mezzanine of 2,787m^2.

6.13 The anchor unit is proposed to be occupied by Debenhams with ancillary café/ restaurant. The other confirmed tenants include other fashion retailers – Clarks, Outfit and Next. TK Maxx and Halfords will remain in the existing units. All remaining occupiers are expected to be a range of national comparison retailers. It is also understood that some retailers currently present in the Town Centre have proposed to move out of the Town Centre and into the new retail units at Elliott's field. These include Burton and Marks and Spencer, the latter of which currently occupies a large and prominent unit on High Street. There may also be some movement of occupiers to the other two retail parks, with Brantano and Carpet Right proposed to move to Junction One and Wickes, Pets at Home and Homebase named as occupiers for the proposed development at Technology Drive.

Technology Drive

6.14 Technology Drive is a retail park that has yet to be developed. Proposals were approved in 2014 for a bulky goods retail scheme on Leicester Road. The site lies adjacent to Junction One Retail Park, and is located on a 2.3ha site immediately to the south of Junction One retail units. The Town Centre PSA is approximately 1.6km from the site and is well accessible from this location via Leicester Road and Technology Drive.

6.15 This site forms part of a wider Leicester Road development site, which includes permissions for the development of 95 dwellings and a public house. A reserved matters application was approved for the site in August 2014 for up to 9,964m^2 (GIA) including mezzanines of non-food, bulky goods retail provision with associated car parking (Ref. R13/1612). Proposals are for an anchor bulky goods/ DIY retail warehouse (up to 4,877m^2 gross with ancillary garden centre of 930m^2 gross) and additional bulky retail goods units (between 465 and 4,877m^2 gross in size with a combined floor area of up to 5,086m^2 gross).

6.16 Development is currently underway on the site, with hoardings declaring the key confirmed occupiers to be Homebase, Wickes, Bensons Beds and Pets at Home.

KEY STANDALONE STORES

6.17 Retail provision in Rugby is supported by a number of larger out of town convenience stores. Details of these and, where relevant, the centres they fall within, is set out below.

Tesco Superstore, Leicester Road

6.18 A 24-hour Tesco Superstore, situated off Leicester Road opposite Elliott's Field Retail Park. The store is less than 2km form the Town Centre. The Superstore offers a full range of goods, (including clothing and homeware) and services including a pharmacy, travel money, phone shop, petrol station, car wash and café. During the site visit it was observed that the store has 13 tills, was well stocked and appeared to be relatively busy when visited at 11am on a weekday. There is anecdotal evidence that the Tesco Superstore may have lost some trade to the new Asda superstore that has opened in the town centre. The 2009 Retail Study noted the store to be around 6,375 m^2 in size.

Sainsbury's Superstore, Dunchurch Road

6.19 The Sainsbury's Superstore on Dunchurch Road, around 2.7km to the south of the Town Centre. The store stocks a number of ranges (including clothing and homeware) and services including a restaurant, pharmacy and travel money. A number of supplementary services are also provided on site including a petrol station, restaurant, dry cleaners, film processing laboratory and key cutting. The 2009 Retail Study noted the store to be around 4,785 m^2 in size.

Aldi, Paddox Close

6.20 The Aldi at Paddox Close is located in Hillmorton, around 2.7km from the Town Centre. The store is around 1,022m^2 in size and is located in a small convenience retail cluster that includes a Sainsbury's Local in addition to a petrol station.

Aldi, Bryant Road, Central Park Drive

6.21 The Aldi on Byrant Road is around 950m^2 in size and was erected as part of the Central Park District Centre which opened in 2007. The centre includes a Premier newsagents, a Subway food outlet and comparison retail and service units. In 2009, approval was granted for an extension to the store (Ref: R08/1703/PLN), which is now completed.

Lidl, Bilton Road, Bilton

6.22 The Lidl store on Bilton Road sits in a predominantly residential area, serving the residents of Bilton. In April 2013, approval was granted for an extension to the store that increased the net tradable are from 871m^2 to 1,129m^2 (Ref: R12/1760), which is now completed.

STRATEGIC DEVELOPMENTS

6.23 There are two strategic residential developments planned that will also include new out of centre retail and leisure provision, as set out below.

Rugby Gateway Community Hub

6.24 A new community hub is to be developed as part of the approved Rugby Gateway, Leicester Road development site to the north of Rugby Town Centre, bounded by the M6 and A246 (Ref: R10/1272). The plans include up to 1,300 new homes, B8 and B2 floorspace and a community hub that will provide retail uses (a maximum of 1,000m^2 A1/A5 and 500m^2 food and drink) and community uses, including primary school, community space, nursery and health centre.

Rugby Radio Station Development

6.25 The urban extension at Clifton Upon Dunsmore to the east of the borough includes outline approval for 6,200 dwellings, employment space, a mixed use district centre and three local centres, with community, retail and leisure space provided (Ref: R11/0699). In relation to retail provision, the development will include 15,500 m^2 gross (10,403 m^2 net), broken down into the following elements:

- In the District Centre: A supermarket (3,500m^2 net floorspace, including 1,050 m^2 net comparison); Other A1 convenience units (350m^2 net); A1 Comparison units (2,240m^2 net); Service non A1 units (840m^2 net); Service class A2, A3, A4 and A5 uses (1,925m^2 net). It is intended that the district centre serve the day to day needs of a primarily local catchment area. The comparison elements of the district centre are intended to include retail uses such as a chemist, opticians, hardware shop, pet shop etc. This is intended to limit competition with Rugby Town Centre.
- In the three Local Centres: A1 Convenience (945m^2 net); A1 Comparison (105m^2 net); Non A1 service plus A2, A3, A4 and A5 uses (525m^2 net). The local centres are also intended to serve the day to day needs of the local population, and will include similar uses to the District Centre on a smaller scale.

LOCAL CENTRES

6.26 This retail assessment will also consider whether some of these ‘local shopping parades’ should be designated within the retail hierarchy. This will be achieved through the identification of retail market shares for shopping parades in the household survey. For example, convenience market shares will identify how shopping parades are serving a top-up food function. In may be the case that some shopping parades over others are performing over and above their role and function and may benefit from a higher classification in the retail hierarchy.

Hillmorton

6.27 Hillmorton Village is located to the south east of Rugby Town Centre, around 3.5km away. Retail provision is spread out across the A428/ Hillmorton Road/ Paddox Close and includes three main clusters of retail provision in close proximity along this main street. Provision is predominantly small, local independent stores aside from the larger convenience stores and is interspersed with residential units.

6.28 The local parade on High Street (off Paddox Close) includes provision of the following:

- Leisure facilities: One public house and three take aways.
- Convenience retail: Co-op foodstore
- Other retail: a fireplace & stove store.
- Service: A post office, laundrette and opticians.

6.29 The second parade of local shops swerving Hillmorton is on Hillmorton Road and includes:

- Convenience retail: One bakery, a Spar general store
- Comparison Retail: A pharmacy, newsagents and hardware store, homeware store, shoe shop, cycle store, pet shop, kitchen shop.
- Leisure: Four restaurants/ take aways.
- Service: Newsagents, three hair salons.

6.30 The main foodstore offer is located further along Paddox Close, including an Aldi foodstore and a Sainsbury's Local, located on a joint site with a petrol station.

6.31 In relation to the market share achieved, local shops in Hillmorton attracted a market share of 0.5% in the Study Area for top up shopping, increasing to 2.8% Zone 3 and also in Zone 5, with little to no draw in any of the other zones. The Aldi store located on Paddox Close attracted visitors from a wide area; 3.2% from the Study Zone, increasing to 20.8% from Zone 5, 11.7% for Zone 4, and 4.9% for Zone 3. The Sainsbury's Local was the main draw for local residents, attracting an additional 8.53% from Zone 3 and 2.9% from Zone 5. The Co-op attracted a further 0.72% from the Study Area, notable from Zones 3 (2.5%), 5 (3.3%) and 11 (3.3%).

Binley Woods

6.32 There is little retail or service provision in Binley Woods and no notable local parade or retail cluster. The main store is the One Stop convenience shop located on Rugby Road.

6.33 Local shops in Binley Woods attracted a market share of 9.97% in Zone 1 for top up shopping, with little to no draw in any of the other zones.

Clifton-upon-Dunsmore

6.34 This village is served by a centrally located cluster of shops, including two hair and beauty units and one general convenience store. There is also one public house located opposite the stores.

6.35 Local shops in Clifton-upon-Dunsmore attracted a market share of 2.77% in Zone 8 for top up shopping, with additional draw of 1.48% in Zones 1 and 7.

Dunchurch

6.36 Dunchurch retail and service provision is located around a central square occupied by a car park. The focus is on leisure occupiers, with convenience provision located on the edge of the village at the Sainsbury's store on Dunchurch Road. Provision includes:

- Convenience retail: One general store.
- Comparison Retail: Two fashion and general stores, two bridal stores, a pharmacy a florist and a homeware store.
- Leisure: Two public houses/ inns, five restaurants, two take-aways, a gallery
- Service: three hair salons/ beauty salons and a post office.

6.37 Local shops in Dunchurch attracted a market share of 1.11% in Zone 7 for top up shopping, with little to no draw in any of the other zones.

Long Lawford

6.38 Provision in Long Lawford focuses on the Co-op store, located to the south of the village. This is supplemented by a small, low quality parade of shops including to fastfood take-away units and one general convenience store.

6.39 Local shops in Long Lawford attracted a market share of 38.4% in Zone 7 for top up shopping, primarily drawn from the Co-op store located there, with little to no draw in any of the other zones.

Ryton on Dunsmore

6.40 There is little retail and service provision in this village aside from the Co-op food store located on High Street. There are also three pubs located across the village.

6.41 The Co-op in Ryton on Dunsmore attracts a market share of 1.7% in the Study Area for top up shopping, increasing to 14.6% in Zone 1 and 5.1% in Zone 7.

Stretton on Dunsmore

6.42 Retail provision in this village is focussed around a central cluster, interspersed with residential. Provision includes:

- Convenience: One general store and one Londis.

- Comparison: One craft store
- Leisure: Two public houses/ restaurants.

6.43 Local shops in Stretton on Dunsmore attracted a market share of 7.5% in Zone 7 for top up shopping, with little to no draw in any of the other zones. The Londis captured a further 5.32% in Zone 7.

Wolston

6.44 Retail and leisure provision in Wolston is focussed on Main Street and School Street. Provision includes:

- Convenience: One Co-op foodstore (incorporating a post office).
- Comparison: One pharmacy and one craft store.
- Leisure: One deli and three public houses.

6.45 The Co-op on School Street in Wolston attracts a market share of 10.7% in Zone 1 and 3.8% in Zone 7 for top up shopping, with little to no draw in any of the other zones.

Wolvey

6.46 There is little retail or service provision in this village. Local shops in Wolvey attract a market share of 0.1% in the Study Area for top up shopping, increasing to 1.2% in Zone 2.

Brownsover

6.47 The retail and service provision in this village is clustered along a small modern parade that includes the Tesco Express. Additional provision includes a Spar store, a Bargain Booze and two takeaway/ restaurants. There is also a post office here.

6.48 The Tesco Express store attracts a market share of 2.4% in the Study Area for top up shopping, increasing to 13.4% in Zone 3 and 10.6% in Zone 8.

Bilton

6.49 The settlement of Bilton covers a wider area than most of the other rural villages in Rugby. It is served by three small modern local parades and one larger traditional high street (Main Street).

- The first parade, located on Bilton Road, includes a newsagent/ convenience store, two fast food take-aways and a hair salon. Further along Bilton Road is the large Lidl store.
- The second, located on Overslade Lane includes a newsagent/ convenience store, a hair salon and a Co-op foodstore across the road.

- The third, located to the south of Bilton along Cymbeline Way, includes a public house, hair salon, general store and a post office.
- The provision located on Main Street, includes a post office, two newsagents, a public house, two fast food take-aways, a restaurant, an estate agents, a pharmacy, betting shop and florist. The Tesco Express store is also located further along Main Street.

6.50 Bilton Village attracts a market share of 0.9% of top up shopping in Zone 4. The Tesco Express attracted a further 5.2% of the market share in Zone 4. The Lidl store on Bilton Road attracts a further market share of 7.3% of top up shopping in Zone 4. The store sits in a predominantly residential area, serving the residents of Bilton.

6.51 Proposals to develop a Waitrose store on the Bilton Social Club site are expected to come forward in the future. If the scheme is delivered it would be the first Waitrose store in the Borough and is likely to considerably increase the market share for store in Bilton.

Central Park Drive

6.52 The Central Park opened in 2007 and comprises a purpose built local centre that largely serves neighbouring housing development as well as residential units located on upper floors to the centre's retail offer. Central Park Drive is anchored by a large Aldi store and supplemented by a newsagents, a butchers, three fast food take aways and a beauty salon. A Premier Inn hotel is also located here.

6.53 The Aldi on Byrant Road attracted 2.4% for top up shopping in the Study area; increasing to 14.2% in Zone 3, 6.6% in Zone 8 and 7.8% in Zone 10.

SUMMARY

Retail Parks

6.54 Once the current redevelopment of Elliott's Field is completed, it is likely that the location will start to serve a more prominent role, akin to that of a District Centre. This is particularly the case given the surrounding out of town retail at Junction One and soon to be developed at Technology Drive, which will further promote this a as key retail destination. Regarding the Rugby retail hierarchy, Elliott's Field Retail Park and the supplementary offer surrounding this could be defined as a District Centre offer.

Local Centres

6.55 The provision in Rugby's local centres varies widely, from small local parades to more traditional high street offerings. None of these are particularly significant in size, although some larger settlements are served by several smaller parades and larger convenience stores. Regarding the Rugby settlement hierarchy, some of the larger local centres including those with relatively significant convenience provision to be designated as local centres. This includes Hillmorton and Bilton, which benefit from a number of convenience outlets and attract a higher market share of convenience expenditure compared to other local centres. This indicates the importance of these centres in serving the day to needs of their local population.

Strategic Development

The development of new retail and service provision as part of strategic development planned for the Borough will complement the existing settlement hierarchy, which focuses on provision in the Town Centre and the out of town retail park cluster, with supplementary provision at local centres which serve the day to day top up needs of very localised catchments.

7.0 ECONOMIC CAPACITY MODEL AND BASELINE ASSUMPTIONS

7.1 This section sets out the results of the quantitative need (capacity) assessment for new retail (comparison and convenience goods) floorspace in Rugby Borough over the development plan period (to 2030). This assessment updates and supersedes the findings of the 2009 Retail Study.

METHODOLOGY AND BASELINE ASSUMPTIONS

7.2 The capacity assessment is based on CJ's **CREAT^{e}** model, which takes account of the latest ONS population projections for the study area as informed by ONS's 2012-based population and the most up to date information on population projections average retail (convenience and comparison goods) expenditure per capita levels derived from the latest *Retail Planner Reports* produced by Experian (please note all expenditure and turnover figures are expressed in 2013 prices).

7.3 The 'baseline' capacity tabulations for convenience goods and comparison goods are set out in Appendix 6 and in Appendix 7 respectively. The following describes the key steps and assumptions underpinning the retail capacity assessment.

7.4 The forecasts of expenditure growth and 'non-store' retail sales (otherwise referred to as Special Forms of Trading)[18] have also been informed by Experian's latest *Retail Planner Briefing Note* 12.1 (October 2014).

7.5 It should be noted at the outset that capacity forecasts carried out over a long period of time are inherently less certain and should be treated with caution. This is principally due to the impact of economic, demographic and market trends on the key assumptions and forecasts. As a result we advise the Council that greater weight should be placed on the short term forecasts carried out over a three-five year period in accordance with the NPPG, although account should also necessarily be taken of the forecast growth over the development plan period.

Population Projections

7.6 **Table 1** (Appendix 6) sets out the base year (2015) population and projections. It also shows the population projections to 2030 for each study zone based on Experian's '*demographic component model*', which takes into account age, gender, birth rates, ageing, net migration and death rates. Experian's population projections are based on ONS's 2012-based Sub-National Population Projections which show a +10.9% growth for the Study Area as a whole between 2015 and 2030, from 236,018 to 261,778 (+25,760).

[18] SFT is made up of purchases that generally occur outside of shops such as, for example, via mail order, vending machines, telephone sales, market stalls and the Internet.

7.7 For the zones that comprise Rugby Borough area only (i.e. Zones 1 to 5, 7 & 8), Table 1 (Appendix 6) shows a projected increase in population over the study period ranging from 7.2% for Zone 5 (south rural area) to 14.9% for Zone 1 (Coventry East). The latter falls within the residential conurbation of Coventry City, where residential densities are likely to be high. Projected population growth in Zone 4, which represents the Rugby urban area, stands at 11.6%.

Housing Growth

7.8 At this stage the population projections at zone level do not take account of the Council's planned housing growth for the Borough. Based on draft information from the Council's Strategic Housing Market Assessment, there will be a greater concentration of housing growth in Zone in Zones 8 (north and north east rural area), which includes the Rugby Radio Station sustainable urban extension (SUE). By 2030, the SUE will provide 4,300 homes; accommodating a population of circa 12,000. A high quantum of housing is also planned in Zone 4 and includes the Council's second SUE (Gateway site). Over 1,000 new homes are planned at the Gateway SUE over the development plan period, which will support a new population of circa 4,000. Housing growth is also planned in Zone 4; supporting approximately 1,350 new homes across seven sites in Rugby Town Centre and its environs. This new housing is expected to support a population of circa 3,500.

7.9 A smaller level of housing growth is planned in Zones 1 and 7.

Expenditure per Capita & Special Forms of Trading (SFT)

7.10 The average per capita expenditure rates and revised expenditure growth forecasts for each study zone are set out in Table 2 (Appendix 6) for convenience and Table 2 (Appendix 7) for comparison goods. The base year average expenditure figures have been derived from our in-house Experian MMG3 Geographic Information System (GIS).

7.11 In identifying expenditure per capacity, an allowance has been made for the market share of non-store retail sales (i.e. Special Forms of Trading) at the base year and over the forecast period. This is based on forecasts identified by Experian's latest *Retail Planner Briefing Note 12.1* (October 2014). SFT forecasts are then 'adjusted' to take account of goods sourced from traditional ('physical') retail space. In 2015, Experian identify SFT of convenience expenditure at 12.5% and 12.5% for comparison goods. The household survey identified a lower market share for SFT expenditure for the Study Area at 1.1%[19] for convenience goods expenditure and 12.0%[20] for comparison goods.

7.12 Based on Experian's national forecasts and other research we have made a robust allowance for the growth in SFT for convenience goods from 1.1% to 2.0% between 2015 and 2030, and from 12.0% to 15.0% for comparison goods over the same period.

[19] Adjusted from 4.2% to take account of SFT convenience goods sales sourced from 'physical' stores.

[20] Adjusted from 17.1% to take account of SFT comparison goods sales sourced from 'physical' stores.

Total Available Expenditure

7.13 Total available retail expenditure for the Study Area and study zones is derived by multiplying the population and average expenditure per capita levels together. The forecasts show:

- a 19.9% (+£94.4m) growth in total **convenience goods** expenditure by 2030 (Table 3, Appendix 6); and
- a 72.2% (+£487.1m) growth in total **comparison goods** expenditure between 2015 and 2030 (Table 3, Appendix 7).

7.14 Within the Study Area, Table 3 (Appendix 6) shows a concentrated growth in total available expenditure for the Zone 1 (east Coventry) of +24.3% for convenience goods expenditure. Growth is even higher for comparison goods at +78.5% (Table 3, Appendix 7). This corresponds to a higher growth in population growth in Zone 1.

7.15 If taking account of the Council's planned housing growth then there growth in convenience and comparison expenditure will be concentrated within Zone 8 where there is significant housing planned over the study period.

MARKET SHARE ANALYSIS

7.16 **Section 4** described the headline results of the survey-derived (%) market share analysis (including SFT) based on the detailed tabulations set out in Appendix 4 for convenience goods and Appendix 5 for comparison goods.

7.17 For the purpose of the retail capacity assessment, and in accordance with good practice, the market shares have been adjusted for both convenience goods (Table 4, Appendix 6) and comparison goods (Table 4, Appendix 7) retailing to exclude SFT[21].

7.18 Market shares excluding SFT (%) are then applied to convenience and comparison expenditure (£ million) for the Study Area and study zones. This helps to establish the current '*baseline*' (2015) trading performance for the main centres and stores across Rugby Borough and competing centres based on expenditure drawn from the Study Area. It should be noted that no allowance is made at this stage for the potential "*inflow*" (trade draw) of expenditure to centres and stores from outside the defined Study Area.

7.19 For both convenience and comparison goods the 'baseline' turnovers are projected forward 2020, 2025 and 2030 assuming no changes in market shares. This *'constant market share approach'* is a standard approach widely used and accepted for strategic retail assessments. However, the Council will be aware that it is a highly theoretical approach as it does not, for example, take account of the potential impact of new retail

[21] This is in accordance with the standard approach for retail assessments, which make a deduction for SFT at the outset from the expenditure per capita figures.

investment and development (both within and outside Rugby Borough) on existing shopping patterns and market shares over time.

7.20 The following briefly reviews the trading performance of Rugby Town Centres, key local centres and out of centre shopping parks (e.g. Elliott's Field Retail Park and Junction One Retail Park), as well as competing centres within and outside the Study Area based on the market share analysis.

Convenience Goods

7.21 Tables 4 and 5 (Appendix 6) show that, after stripping out the market shares for SFT, all the food and convenience stores in Rugby Borough are currently achieving a market share of 47.1% across the whole Study Area in 2015. This means that they are retaining some £220.7m of all the available expenditure (i.e. £473.4m) in 2015.

7.22 Based on zones that broadly comprise the Rugby Borough area (Zones 1 to 5, 7 & 8), the market share increases to 63.7%, which is equivalent to £245.4m of total available expenditure. This higher level of retention is expected for convenience expenditure and reflects the general trend for people to shop at their local, more convenient foodstores and convenience outlets. Of the total expenditure retained in the Borough, the majority is captured by out of centre foodstores (combined expenditure of £173.2m) compared to £11.8m by stores in Rugby Town Centre.

7.23 The market share of stores in the Borough is highest in Zones 3 and 4 (broadly corresponding to the Rugby urban area) at 96.4% (£64.5m) and 95.4% (£70.5m), respectively. This is explained by the strong out of centre foodstore offer serving the Rugby urban area. The convenience market share is 'lowest' in peripheral zones including Zone 2 at 1.8% (£0.9m), Zone 6 at 10.3% (£3.8m) and Zone 1 at 15.9% (£7.6m). This reflects the increasing competition with foodstores in nearby competing centres. For example, Coventry attracts a market share of 77.7% from Zone 1, Leamington Spa attracts 21.5% from Zone 6, and Daventry attracts 35.1% from Zone 12.

7.24 The forecast changes in the turnover (£ million) of Rugby Town Centre and stores across the Borough at 2020, 2025, and 2030 are set out in Tables 6-8 of Appendix 6. As explained above these turnovers have been derived by applying constant market shares (Table 4, Appendix 6) to the growth in total available expenditure (Table 3, Appendix 6).

Comparison Goods

7.25 For comparison goods, Tables 4 and 5 (Appendix 8) show that shops within Rugby Borough are retaining some 36.1% (£246.8m) of the total available comparison goods expenditure in the Study Area in 2015 (i.e. £674.7m). Within the zones that broadly comprise the Borough area (Zones 1 to 5, 7 & 8), expenditure retention increases to 46.1% (£168.6) of total expenditure (i.e. £366.3m).

7.26 The strongest market shares and 'retention' levels are achieved by stores in Rugby Town Centre at 22.3% (£151.9m) of total Study Area expenditure. The Town Centre's market share increases to 29.1% in Zones 1 to 5, 7 & 8, combined.

7.27 Out of centre stores in the Borough attract a market share of 13.2% (£90.8m) including Junction One Retail Park (5.5%/ £37.8m) and Elliott's Field Retail Park (2.4%/ £16.5m).

7.28 Smaller centres in the Borough together attract a limited market share of 0.6% of Study Area expenditure; marginally increasing to 0.9% based on expenditure from Zones 1 to 5, 7 & 8, combined. This reflects the limited comparison retail offer which is typical for smaller centres.

7.29 Tables 6-8 (Appendix 7) set out the forecast expenditure (£ million) allocated to the Borough's main centres, stores and retail parks based on constant market shares at 2020, 2025 and 2030.

'INFLOW' AND BASE YEAR TURNOVER ESTIMATES

7.30 In order to provide a complete picture of the current trading (turnover) performance of the main centres and stores across the Borough we have necessarily made informed judgements with regard to the likely 'inflow' (trade draw) from outside the Study Area. In the absence of detailed turnover and trade draw information for the centres and stores in Rugby Borough, our judgements have been informed by previous studies and retail assessments, as well as the survey and health check evidence[22]. The '*inflow*' assumptions also take account of:

- the scale, offer and location of all existing centres and stores in the Borough;
- the likely extent of their catchment areas;
- the competition from centres, stores and shopping facilities outside the Borough and the wider Study Area; and
- the likely retail expenditure derived from people who live outside the Study Area (including visitors and commuters) to main centres and stores in the Borough.

7.31 Although the assessment of 'inflow' is not a straightforward exercise, due to the complex nature of overlapping catchments and shopping patterns, it is reasonable to assume that Rugby Town Centre, and the larger out-of-centre retail parks (i.e. Junction One and Elliott's Field) will draw a certain proportion of their shoppers and trade from outside the defined Study Area.

7.32 For Rugby Town Centre we have assumed a reasonable inflow of 5% from outside the Study Area. This takes into account the scale and quality of Rugby's shopping offer, and the level of competition from other centres and major out-of-centre retail

[22] The *2008 Retail Study* did not allow for inflow in expenditure for convenience and comparison goods. For comparison goods in particular, DTZ considered that the location of nearby larger centres would discourage expenditure inflow. However, we consider that inflow would be supported, albeit minimal, from passing trips and tourists/ visitors to the town centre..

destinations in the Study Area and beyond (e.g. Coventry and Leamington Spa). We have also assumed that out of centre retailers (e.g. Junction One and Elliott's Field retail parks) achieve a 5% inflow, which reflects the accessibility of these facilities along major transport routes to passing trade. Smaller centres and local shops will draw the majority of their shoppers and trade from within their more localised catchments. Therefore we have assumed no '*inflow*' from outside the Study Area.

7.33 For convenience goods it has been assumed that there is no net 'inflow' of expenditure from outside the defined Study Area due to the scale, quality and location of competing food and convenience stores in neighbouring areas.

7.34 Based on the (survey-derived) market analysis and the 'inflow' assumptions, Table 9 (Appendices 8 and 9) sets out the revised convenience and comparison goods turnover estimates for the main centres and stores across Rugby Borough.

RETAIL COMMITMENTS

7.35 In terms of retail commitments, Table 1 (Appendix 8) for convenience goods and Table 2 (Appendix 8) for comparison goods identify the major foodstores and non-food retail floorspace with planning permission based on information provided by Rugby Borough Council. Our assessment of the size and trading characteristics of these commitments has been informed by the evidence submitted in support of the planning applications, and our own informed judgements. The main commitments are:

Rugby – Town Centre:

7.36 **Mixed Use Development, Cemex House Site, Evereux Way (Ref: R14/1582)** Outline planning permission was granted in January 2015 for the erection of buildings which will include Retail (A1) and Leisure (A3 and D2) uses. The permission includes retail gross floorspace of 418m^2 for A1 use and 1,228m^2 for A1/A3 use.

Rugby – Out of Centre:

7.37 **Garden Centre Redevelopment, Binley Woods (Ref: R11/0786)** Planning permission was granted for the redevelopment of Garden Centre including the erection of a new building with open sales area and service yard. This redevelopment will include up to 1,382m^2 (net sales) comparison retail floorspace.

7.38 **Land North of Technology Drive (Ref: R13/1612)** Planning permission was granted in May 2014 for 4,787m^2 (gross) retail floorspace for a DIY Store and Garden Centre, and an additional bulky goods retail floorspace of 5,086m^2 (gross).

7.39 **Land at Junction One Retail Park (Ref: R13/2074)** Planning permission was granted on 2 April 2014 for the development of five retail units comprising to a total of 5,670 m^2 (gross) retail floorspace.

7.40 **Unit 7, Junction One Retail Park (Ref: R13/2084)** Permission was granted for a Change of Use at Unit 7 from leisure (Use Class A2) to Retail (Use Class A1). Additional permission was granted (ref: R14/1268) for a mezzanine floor which lead to a total net sales retail floorspace of 1,572m^2.

7.41 **Elliott Field Retail Park Redevelopment (Ref: R11/1297)** Planning permission was granted for the redevelopment of the Elliott Field Retail Park. This redevelopment will provide a sales net increase in retail floorspace of 10,526m^2. Subsequent applications (Ref: 14/2161 and R15/0217) were granted which lead to an increase of 442^2 (gross) floorspace for A3 uses.

Sustainable Urban Extensions:

7.42 **Local Centre, Gateway Sustainable Urban Extension (Ref: R10/1272)** Outline planning permission was granted for an Urban Extension which includes a residential development (up to 1300 units); employment development; community facilities and retail premises. The scheme includes up to 1,000m^2 (gross) of retail floorspace and up to 500m^2 (gross) of A3/A4/A5 floorspace.

7.43 **Rugby Radio Station Sustainable Urban Extension (Ref: R11/0699)** An Outline application was granted for an urban extension to Rugby for up to 6,200 dwellings together with retail (A1), financial services (A2) and restaurants (A3 - A5), a hotel (C1), community uses (D1), assembly and leisure uses (D2), and commercial and employment space (B1, B2 and B8). This application includes up to 4,900m^2 (net sales) convenience goods floorspace and up to 3,395m^2 (net sales) comparison goods floorspace.

7.44 Consideration has also been given to planned development at competing centres that have the potential to impact on market shares for Rugby Borough in the future. Discussions with neighbouring local authorities including: Warwick, Stratford upon Avon, Daventry, Harborough, Blaby, Coventry, Hinckley and Bosworth and Nuneaton and Bedworth Councils.

7.45 A preliminary review did not identify any retail schemes coming forward in the short to medium term that could impact on the market shares of stores in Rugby. In Coventry, the City Council is promoting a number of linked regeneration schemes in the **City Centre South** area. This includes the redevelopment of Bull Yard, Shelton Square, City Arcade, Barracks car park and Hereford Street for new retail and leisure floorspace; including 52,000m^2 of retail floorspace, a new anchor store (11,500m^2), a hotel and cinema.

7.46 Other planned schemes for Coventry City include the redevelopment of Friargate to create a business district (including office, residential, hotel and leisure uses).

7.47 Coventry is the main competing centre to Rugby, attracting a comparison goods market share of 12.1% from the Study Area and 18.5% from the Rugby Borough area (Zones 1 to 5, 7 and 8). The plans for Coventry City Centre South, in particular, will consolidate the City Centre's role and function as a regional retail and leisure destination. In turn, expenditure to the City Centre will also increase, including from Rugby shopping catchment.

7.48 It is noted that a planning application has been submitted to Blaby District Council for a new shopping park on the former Everard's Brewery site; adjacent to Fosse Park Shopping Park. The proposed scheme, known as **Castle Acres Shopping Park**, comprises 14,540m2 of retail floorspace across 26 units. The scheme will be anchored by Next. Fosse Park attracts a comparison goods market share of 4.7% from the Study Area and 2.9% from the Rugby Borough area. The proposed scheme is likely increase expenditure from Rugby; although this is likely to be limited and countered by new retail offer at Elliott's Field and Junction One.

8.0 QUANTITATIVE RETAIL NEEDS ASSESSMENT

8.1 This section sets out the results of the quantitative need (capacity) assessment for new retail (comparison and convenience goods) floorspace in Rugby Borough over the development plan period (to 2030). This assessment updates and supersedes the findings of the 2008 RLS.

8.2 The update is based on CJ's **CREAT^{e}** model and the most up to date average retail (convenience and comparison goods) expenditure reviewed in **Section 7** and informed by key retail trends detailed in **Section 3**.

8.3 Assuming 'equilibrium' at the base year, the forecast residual expenditure capacity within the study area up to 2030 is derived from the differences between the forecast growth in turnover levels, based on applying the constant (survey-derived) market shares to the total growth in available expenditure; and an allowance for the growth in 'productivity' ('efficiency') in existing and new retail floorspace in accordance with policy and good practice. For all existing and new convenience floorspace we have assumed an annual average 'productivity' growth rate ranging from -0.3% to 0.1% over the forecast period. We have assumed a corresponding annual productivity growth for comparison floorspace averages at circa 2.2%. These growth rates have been informed by Experian's latest Briefing Note[23] and other research.

8.4 At the outset we advise that all capacity forecasts beyond a five year period should be treated with caution. This is because long term trends in the economy, consumer demand and retail property market could have a significant impact on the potential capacity and need for new retail floorspace. For example, as discussed previously, a higher growth in non-store retail sales (i.e. Internet sales) than forecast by Experian would reduce the capacity for new retail floorspace over time. Notwithstanding this, it should also be noted that this Borough-wide strategic capacity assessment is based on a standard constant market share approach. It does not therefore take account of any potential uplift in market shares and capacity that could occur within catchment areas due to the 'claw back' of expenditure to new retail floorspace in more convenient and sustainable town centre locations.

'BASELINE' CAPACITY: BOROUGH-WIDE FORECASTS

Convenience Goods 'Baseline' Capacity

8.5 The key steps in assessing Borough-wide capacity for convenience goods expenditure and floorspace are summarised in the table below:

[23] However, it should be noted that individual centres, stores and shopping facilities will be capable of achieving higher and/or lower annual 'productivity' growth depending on a range of trading factors (including the size, quality and type of retail floorspace).

Table 8.1 **Borough-wide Convenience Goods Capacity – Assuming 'Equilibrium' at 2015**

	2020	2025	2030
Residual Expenditure (£m):	-£28.9	-£13.6	-£0.1
Floorspace Capacity (m^2 net): Foodstore Format	-2,389	-1,124	-8
Floorspace Capacity (m^2 net): Local Convenience/ Deep Discount Format	-5,321	-2,504	-18

Source: Table 11, Appendix 6

8.6 In order to convert the residual expenditure into a net sales figure we have assumed superstore format floorspace will achieve an average sales density of circa £12,500 per m^2 in 2015. This is broadly based on the average sales performance of the main foodstore operators (i.e. Tesco, Sainsbury's, Asda, Morrisons, etc.).

8.7 The table shows that on assuming 'equilibrium' at the base year there is no quantitative capacity for new convenience goods floorspace in the Borough over the study period (2015 to 2030) for new convenience floorspace. This reflects the impact of foodstore and convenience commitments that are scheduled for development within the Borough's two planned Sustainable Urban Extensions. It also reflects the level of existing foodstore provision already serving the Borough.

8.8 However, potential capacity emerges following the closure of the Morrisons store on Corporation Street. Whilst it is likely that expenditure drawn to this store will be redistributed to other foodstores in the town centre (e.g. Asda), for the purpose of this assessment we have assumed the Morrison's turnover as additional residual expenditure to support new convenience floorspace.

8.9 The table below sets out the revised forecasts for convenience capacity for the Borough. As the table shows, the closure of the Morrisons store increases Borough-wide capacity, with forecast capacity emerging in 2030 to support 318m^2 of foodstore format floorspace or 709m^2 of local convenience/ deep discount format floorspace.

Table 8.2 **Revised Borough-wide Convenience Goods Capacity**

	2020	2025	2030
Residual Expenditure (£m):	-£28.9	-£13.6	-£0.1
Morrisons Store Turnover (£m):	£3.5	£3.8	£4.0
Revised Residual Expenditure (£m):	-£25.4	-£9.9	£3.9
Floorspace Capacity (m^2 net):			
Foodstore Format	-2,099	-815	318
(Supermarket/ Deep Discount Format)	(-4,675)	(-1,815)	(709)

Source: Tables 6, 7, 8, & 11, Appendix 6

Notes: Assumes 'equilibrium' at 2015

Includes the Morrisons store's market share (£m) as additional residual expenditure

Comparison Goods 'Baseline' Capacity

8.10 The key steps in assessing Borough-wide capacity for comparison goods expenditure and floorspace are set out in Table 11 Appendix 7. The residual expenditure and floorspace capacity forecasts for are summarised in the table below.

Table 8.3 **Borough-wide Comparison Goods Capacity – Assuming 'Equilibrium' at 2015**

	2020	2025	2030
Residual Expenditure (£m):	-£92.9	-£72.3	-£44.1
Floorspace Capacity (m^2 net):	-15,137	-10,661	-5,841

Source: Table 11, Appendix 7

8.11 As the table shows, there is no forecast capacity for new comparison goods floorspace in the Borough over the study period. This is due to the significant level of committed floorspace identified across the Borough (Table 10, Appendix 7) which absorbs all forecast growth in residual expenditure.

8.12 It should be noted that the forecast expenditure 'surplus' has been converted into a net retail sales area based on an assumed average sales density for all new non-food floorspace of circa £5,500 per m^2. This is broadly equivalent to the average sales density of new comparison goods floorspace trading in prime shopping locations. Notwithstanding this assumption, average sales levels will vary depending on a range of factors[24]. The Council should be aware that these different sales levels assumptions will have implications for the assessment of the need for, and impact of different types of comparison goods retailing. It will also be a material consideration for the local planning authority when assessing and determining applications for large format retailing (such as retail warehouses for example).

'BASELINE' CAPACITY: CENTRE FORECASTS

8.13 To further help inform the Council's assessment of the potential scale and optimum location for new retail (convenience and comparison goods) development in the Borough, we have also carried out a more refined (centre-by-centre) capacity assessment for Rugby Town Centre, as well as the combined capacity for smaller centres in the Borough.

8.14 It should be noted at the outset that any forecast floorspace capacity identified for a specific centre does not necessarily mean that all the retail floorspace can and/or should be provided within that centre per se. For example, there may be a lack of suitable and viable sites available in some centres that can accommodate the forecast capacity.

[24] This includes the type of goods sold by the retailer, the location and quality of the retail floorspace, and the size and affluence of the catchment population. For example, published trading figures show that 'bulky goods' retailers in the DIY, carpet and furniture sectors generally achieve lower average sales levels of between £1,500 and £4,000 per m^2, whereas large format electrical goods retailers can achieve much higher average sales levels of £7,000 per m^2 and above.

Alternatively it may be more appropriate to locate the floorspace capacity in a nearby centre to encourage more sustainable travel patterns and/or help to achieve new regeneration/investment initiatives.

8.15 Furthermore, if sufficient town centre and/or edge of centre sites cannot be identified to meet the forecast capacity over the development plan period, then the local planning authority is required by the NPPF (paragraph 23) to set policies for meeting the identified needs in other accessible locations that are well connected to the town centre and are capable of generating benefits for the centre's overall vitality and viability, through linked pedestrian trips and increased footfall.

Rugby Town Centre

8.16 The convenience goods capacity forecasts for Rugby Town Centre are set out in Table 12 (Appendix 6) and in Table 12 (Appendix 7) for comparison goods. The forecasts are summarised below:

Table 8.4 **Rugby Town Centre - Capacity Forecasts**

	2015	2020	2025	2030
CONVENIENCE GOODS:				
Residual Expenditure (£m):	-	£3.2	£6.3	£8.9
Floorspace Capacity (m^2 net):				
Foodstore Format	-	266	515	732
(Supermarket/ Deep Discount Format)	-	(592)	(1,148)	(1,631)
COMPARISON GOODS:				
Residual Expenditure (£m):	-	£9.2	£30.9	£59.4
Floorspace Capacity (m^2 net):	-	1,508	4,562	7,850

Source: Table 12 (Appendices 6 and 7) (Steps 5 & 6)

8.17 As the table shows, there is limited forecast capacity for new convenience goods floorspace in Rugby Town Centre which reflects the low level of expenditure retention in the town centre up to 2030, due to the dominance of out of centre foodstores and subdued growth to support new floorspace. Nonetheless, assessment identifies up to 732m^2 (net) for foodstore floorspace. This could support an extension to an existing foodstore. Alternatively, based on a lower sales density, forecast residual expenditure could support up to increasing to 1,631m^2 (net) for local convenience/ deep discount format floorspace over the forecast period.

8.18 As highlighted before, the closure of the Morrisons store generates the potential for additional convenience goods capacity floorspace over the study period. Again, it is likely that turnover associated with the Morrisons store will be distributed to other foodstores in Rugby. However, for the purpose of this assessment we have assumed the store's turnover could support additional residual expenditure for Rugby Town Centre as shown in the table below.

Table 8.5 **Revised Rugby Town Centre Convenience Goods Capacity**

	2020	2025	2030
Residual Expenditure (£m):	£3.2	£6.3	£8.9
Morrisons Store Turnover (£m):	£3.5	£3.8	£4.0
Revised Residual Expenditure (£m):	£6.7	£10.0	£12.9
Floorspace Capacity (m^2 net):			
Foodstore Format	556	825	1,059
(Supermarket/ Deep Discount Format)	(1,238)	(1,837)	(2,358)

Source: Tables 6, 7, 8, & 12, Appendix 6

Notes: Assumes 'equilibrium' at 2015.

Includes the Morrisons store's market share (£m) as additional residual expenditure

8.19 As the table shows, there is potential to support up to 1,059m^2 (net) of new foodstore format floorspace up to 2030. This could support a small foodstore. Alternative, there is capacity over the forecast period to support a new deep discount foodstore and/ or local convenience format provision.

8.20 In terms of comparison goods, the forecasts show significant capacity from 1,508 m^2 net in 2025, increasing to 4,562m^2 (net) by 2025 and 7,850m^2 (net) by 2030. Forecast capacity for comparison floorspace could support an extension to the Clock Towers Shopping Centre (Evreux Way) should the planning consent for the cinema-led mixed use scheme not come forward. However, the delivery of new floorspace will be subject to market demand. In the case of Rugby Town Centre, with new developments coming forward at the out of centre retail parks, market demand for additional comparison development will muted in the short to medium term.

Local Centres/Villages

8.21 We have also assessed whether there is any capacity for new retail floorspace in the Borough's network of rural settlements, after taking account of existing known commitments (Table 13, Appendices 5 and 6). The results are summarised in the table below.

Table 8.6 **Local/ Village Centres (Combined) - Capacity Forecasts**

	2015	2020	2025	2030
CONVENIENCE GOODS:				
Residual Expenditure (£m):	-	£2.8	£5.4	£7.7
Floorspace Capacity (m^2 net):				
Foodstore Format	-	234	442	629
(Supermarket/ Deep Discount Format)	-	(522)	(984)	(1,401)
COMPARISON GOODS:				
Residual Expenditure (£m):	-	£0.3	£0.8	£1.5
Floorspace Capacity (m^2 net):	-	42	114	192

Source: Table 13 (Appendices 6 and 7) (Steps 5 & 6)

8.22 The capacity assessment identifies a small quantum of forecast convenience and comparison retail floorspace for smaller centres. This forecast floorspace should be directed to rural settlements where local retail provision is lacking or centres where there is likely to be increased pressure for services from planned housing growth. These include Cawston and Bilton where there is likely to be demand for local retail offer from surrounding planned housing allocation sites.

Rest of Borough

8.23 The capacity assessment quantifies residual forecast capacity for the Borough. As the tables below shows, on discounting forecast capacity for the Rugby Town Centre and the local/ village centres, there is no residual forecast capacity. This is due to the planned new communities associated with the Gateway SUE and Rugby Radio SUE. These schemes include retail associated with new district and/or local centres for the Borough, which absorbs all residual convenience and comparison expenditure over the study period. We understand that the retail uses and floorspace promoted in the outline applications for both communities is indicative and is dependent on the completion of housing phases. However, given that these new communities will be supporting future populations we must assume that the outline retail uses will be delivered to promote sustainable development.

Table 8.7 **Summary of Forecast Convenience Goods Capacity (m^2 net)**

	2015	2020	2025	2030
Rugby Town Centre (m^2 net) :	-	266	515	732
Local/ Smaller Centres (m^2 net) :	-	234	442	629
Rest of Borough (m^2 net) :	-	-2,889	-2,081	-1,369
TOTAL BOROUGH (m^2 net) :	-	-2,389	-1,124	-8

Source: Tables 12-14, Appendix 6

Notes: Forecast capacity is based on foodstore format floorspace
Assumes that the former Morrisons turnover is redistributed to existing stores

Table 8.8 **Summary of Revised Forecast Convenience Goods Capacity (m^2 net)**

	2015	2020	2025	2030
Rugby Town Centre (m^2 net) :	-	556	825	1,059
Local/ Smaller Centres (m^2 net) :	-	234	442	629
Rest of Borough (m^2 net) :	-	-2,859	-2,081	-1,369
TOTAL BOROUGH (m^2 net) :	-	-2,099	-818	318

Source: Tables 12-14, Appendix 6

Notes: Forecast capacity is based on foodstore format floorspace
Includes the Morrisons store's market share (£m) as additional residual expenditure

Table 8.9 **Summary of Forecast Comparison Goods Capacity (m^2 net)**

	2015	2020	2025	2030
Rugby Town Centre (m^2 net) :	-	1,508	4,562	7,850
Local/ Smaller Centres (m^2 net) :	-	42	114	192
Rest of Borough (m^2 net) :	-	-16,687	-15,337	-13,883
TOTAL BOROUGH (m^2 net) :	-	-15,137	-10,661	-5,841

Source: Tables 12-14, Appendix 7.

HOUSING GROWTH AREAS

8.24 While no capacity is identified for new convenience and comparison floorspace at Borough-level, there is likely to be a qualitative need to support local convenience shopping facilities to serve the planned housing growth areas. This is particularly the case for the Borough's two SUEs. For example, total housing population growth in Zone 8, which includes the Rugby Radio Station SUE, will increase by 12,000 over the forecast period (up to 2030). While existing out of centre foodstores in Rugby will meet some of the future demand for main bulk food shopping needs, local facilities will be required to reduce travel distances for retail provision.

8.25 For other housing growth areas including housing sites across Zone 3 (including the Gateway SUE) and Zone 4, the population associated with planned housing will increase by circa 1,350 and 1,540 respectively. This could support local convenience facilities either in existing rural centres serving housing growth or in the case of the Gateway SUE, local convenience to serve the new Local Centre.

8.26 The table below provides an indicative assessment of potential convenience floorspace capacity linked to the growth in population in Zone 1 associated with planned housing requirements over the period 2015 to 2030. It takes account of the potential to improve expenditure retention in the three study zones where housing growth is concentrated.

Table 8.10 **Indicative Forecasts for Convenience Goods Floorspace based on Planned Housing Growth (m^2 net)**

	Zone 3	Zone 4	Zone 8
Housing Population Growth (2015-2030)*	3,510	4,000	12,000
Average Expenditure per head (2015-2030)**	£1,911	£2,091	£2,337
Total Convenience Expenditure Growth (£m)	£6.7	£8.4	£28.0
Retained expenditure (%)	96.4%	95.4%	77.5%
Retained expenditure (£m)	£6.5	£8.0	£21.7
Average sales density for new floorspace:***			

	Zone 3	Zone 4	Zone 8
- Foodstore format (£ per m^2)	£12,147	£12,147	£12,147
- Local convenience/ deep discount format (£ per m^2)	£12,147	£12,147	£12,147
Indicative Forecast Net Floorspace			
- Foodstore format (m^2)	**532**	**657**	**1,790**
- Local convenience/ deep discount format (m^2)	**1,185**	**1,464**	**3,988**

Notes:

* Equates to the increase in population between 2015 and 2030 (Table 1, Appendix 6).

** Equals the average sales density for foodstore floorspace over the period 2015 to 2030 (Table 2, Appendix 6).

*** Equals the average sales density for foodstore floorspace over the period 2015 to 2030; taking account of annual growth in floorspace 'productivity'.

8.27 As the table above shows, potential forecast capacity for convenience floorspace over the study period is highest in Zone 8 (1,790m^2 net), which reflects the significant growth in population associated with the Rugby Radio Station SUE and other planned housing sites. This corresponds to planned convenience floorspace associated with the new district and three local centres that form part of the SUE.

8.28 A smaller quantum of net residual convenience expenditure is identified for Zones 3 and 4, which could support local convenience/ deep discount format floorspace of 532m^2 net and 657m^2 net, respectively. For Zone 3, this forecast floorspace will be addressed by planned convenience provision as part of the Gateway SUE.

8.29 A similar assessment for comparison goods floorspace is set out in the table below. The assessment assumes that the provision of new comparison retail offer as part of the new District Centre for the Rugby Radio Station SUE could retain up to 3% of expenditure in Zone 8.

Table 8.11 **Indicative Forecasts for Comparison Goods Floorspace based on Planned Housing Growth (m^2 net)**

	Zone 3	Zone 4	Zone 8
Housing Population Growth (2015-2030)*	3,510	4,000	12,000
Average Expenditure per head (2015-2030)**	£2,948	£3,478	£4,175
Total Convenience Expenditure Growth (£m)	£10.3	£13.9	£50.1
Retained expenditure (%)	1.0%	1.5%	3.0%
Retained expenditure (£m)	£0.1	£0.2	£1.5
Average sales density for new floorspace:***	£6,464	£6,464	£6,464
Indicative Forecast Net Floorspace (m^2)	**16**	**32**	**232**

Notes:

* Equates to the increase in population between 2015 and 2030 (Table 1, Appendix 7).

** Equals the average sales density for foodstore floorspace over the period 2015 to 2030 (Table 2, Appendix 7).

*** Equals the average sales density for comparison goods floorspace over the period 2015 to 2030; taking account of annual growth in floorspace 'productivity'.

8.30 The table shows that the new population associated with new housing in Zone 8 could support up to 232m^2 (net) of new comparison floorspace from planned housing sites. Forecast capacity will be met from planned comparison retail floorspace planned as part of the District and Local Centres for the Rugby Radio Station SUE (3,395m^2 net). A limited quantum of forecast comparison goods floorspace is identified for Zones 3 and 4 (16m^2 net and 32m^2 net, respectively). For Zone 3, planned comparison retail floorspace as part of the Gateway SUE (245m^2 net) will meet this forecast demand.

8.31 It should be noted that these quantitative forecasts are purely indicative.

SUMMARY

8.32 This section has assessed the Borough-wide 'baseline' capacity for new (convenience and comparison goods) retail floorspace in the Study Area over the forecast period drawing on the ONS 2012-based Sub-National Population Projections.

8.33 As its starting point, the strategic capacity assessment assumes that the Borough's (convenience and comparison goods) retail market is in '*equilibrium*' at the base year and holds market shares constant over the forecast period in accordance with good practice. The capacity forecasts take into account all the known retail floorspace commitments in the Borough at the time of preparing this study.

8.34 For convenience goods there is no forecast capacity Borough-wide over the study period (2015 to 2030) to support new floorspace. This is because the planned foodstores that form part of the planned communities at Gateway SUE and Rugby Radio Station SUE will effectively 'soak' up any quantitative need for new retail floorspace over the forecast period. However, assuming the turnover of the former Morrisons store at Corporation Street (Rugby Town Centre) is treated as additional residual expenditure this generates a small quantum of floorspace capacity in 2030. However, it is likely that the store's turnover will be redistributed to other foodstores in Rugby. The analysis for Rugby Town Centre shows that capacity emerges over the forecast period (up to 2030) for 732m^2 net to support new foodstore floorspace; increasing to 1,059m^2 net when taking account of the Morrisons store closure. For the Borough's smaller centres, there is a combined forecast capacity of 629m^2 over the forecast period.

8.35 For comparison goods there no Borough-wide capacity for new retail floorspace over the forecast period due to the scale planned new comparison good floorspace at out of centre locations (e.g. Elliott's Field Retail Park and Junction One Retail Park). However, capacity is identified for Rugby Town Centre from up to 1,508m^2 in 2020 to 7,850m^2 net by 2030. Some of this capacity could be accommodated within existing prime vacant retail space; particularly in Clock Towers Shopping Centre and support the development of town centre sites.

8.36 It should be noted that demand for new retail accommodation is likely to be satisfied by new comparison floorspace at Junction One and Elliott's Field retail parks. Therefore, the delivery of new retail floorspace in the town centre is more likely to be achieved in the longer term. Limited comparison floorspace capacity is identified for the Borough's smaller centres.

8.37 We have also tested the capacity forecasts associated with planned housing growth in the Borough; focusing on study zones were growth is concentrated. For Zone 8 the assessment points to a quantitative need for new foodstore floorspace to serve a significant growth in the population associated with the Rugby Radio Station SUE and other housing sites. This need will be met by a new foodstore and smaller convenience provision that forms part of the scheme masterplan. Forecast capacity for new convenience floorspace is also identified for the Zones 3 and 4 to meet future local convenience needs of planned housing sites; including the new Local Centre as part of the Gateway SUE.

9.0 LEISURE 'GAP' ASSESSMENT

9.1 The NPPF (paragraph 23) states that in drawing up Local Plans to ensure the vitality of town centres, local planning authorities should promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres. Against this background leisure uses can make a significant contribution to a town centre's vitality and viability. A good provision and choice of leisure facilities and uses can help to increase '*dwell times*', footfall and turnover in centres, with significant benefits for both daytime and evening economies.

9.2 However, the commercial leisure sector is highly complex and dynamic, as commercial leisure uses are particularly sensitive to changes in economic, population, lifestyle and fashion trends. As a result, forecasting the growth of this sector and identifying the need for new facilities is more complicated than for retailing. Consequently the methods and approaches developed to forecast the need for new commercial leisure floorspace and uses are less sophisticated than for retailing.

9.3 The NPPF recommends that need assessments for new leisure uses and floorspace should take account of both quantitative and qualitative considerations (paragraph 161). In this context our analysis therefore focuses on the following key elements:

- a review of the key trends driving market demand in the leisure sector over the last 10-15 years;
- an audit of current commercial leisure uses in the Borough (both town and out-of-centre) to help identify any potential 'gaps' in provision;
- a review of the results of the household survey to understand current commercial leisure participation rates and preferences across the Borough; and
- a broad economic assessment of the need for new additional leisure facilities across Rugby based on different approaches.

9.4 For the purpose of our assessment we have necessarily focussed on the main commercial leisure uses that can make a significant contribution to the overall vitality and viability of town centres (i.e. cafés, bars, restaurants, cinemas, health clubs, bowling alleys, hotels etc.).

LEISURE EXPENDITURE GROWTH

9.5 Like the retail market, the commercial leisure sector has experienced significant growth in consumer and market demand since the mid-1990s; fuelled by a buoyant economy, growing disposable income and low unemployment levels. Although the leisure sector has not been immune to the impact of the recent economic downturn, leisure activities remain an important lifestyle choice for many consumers who are prioritising leisure over other areas of spending.

9.6 The table below shows the UK average expenditure per head on commercial leisure services[25] and the average for the defined Study Area based on Experian data. It shows that UK household spending on leisure services is dominated by the restaurant and café category (including pubs). This pattern is broadly repeated across all the zones.

Table 9.1 **Estimates of Spending on Leisure Services in 2013 (£ per head)**

	Accommodation	Cultural services	Games of chance	Hairdressing salons & personal grooming	Recreational and sporting services	Restaurants, cafes, etc.
Zone 1	£142	£294	£180	£94	£86	£1,057
Zone 2	£129	£285	£175	£84	£74	£979
Zone 3	£114	£258	£166	£71	£63	£883
Zone 4	£154	£308	£179	£101	£91	£1,092
Zone 5	£183	£431	£181	£126	£155	£1,332
Zone 6	£177	£344	£183	£114	£110	£1,237
Zone 7	£178	£353	£185	£113	£110	£1,187
Zone 8	£193	£365	£197	£124	£112	£1,333
Zone 9	£154	£360	£155	£108	£130	£1,185
Zone 10	£179	£409	£150	£125	£153	£1,406
Zone 11	£141	£362	£152	£109	£126	£1,192
Zone 12	£163	£392	£160	£117	£142	£1,264
Zone 13	£97	£273	£146	£75	£81	£853
Study Area Average	£185	£367	£193	£117	£114	£1,235
UK Average	**£138**	**£300**	**£174**	**£86**	**£98**	**£1,097**

Source: Experian, 2013 prices.

9.7 The table below shows the most recent leisure spend projections by Experian Business Strategies (EBS) as set out in *Retail Planner Briefing Note 12.1* (October 2014). EBS forecasts show negative to zero annual growth between 2012 to 2013, with stronger growth forecast in the short term (2014-2015) before stabilising over the longer term (from 2017) to between +1.1% and 1.3% per annum. This forecast growth is higher than annual average historic growth rates for the period 1983-2013, which showed no growth.

Table 9.2 **Actual & Forecast Growth in UK Leisure Spend (% per annum)**

	2012	2013	2014	2015	2016	2017-2021	2022-2030
Leisure Spend Growth (%)	-0.6	0.0	2.1	2.8	1.3	1.1	1.3

Source: Experian Business Strategies, Retail Planner Briefing Note 12.1 (October 2014).

9.8 The base year expenditure per capita levels on leisure (Table 10.1) have been projected forward to 2030 using Experian's forecast annual growth rates (Table 10.2) and then

[25] Excludes expenditure on education, insurance, social protection, and 'other leisure' as identified by Experian.

applied to the projected population each study zone to identify the total available expenditure on leisure and recreation goods and services. As for the retail assessment, we have assessed total available leisure expenditure based on the ONS's 2012-based Sub-National Population Projections.

9.9 The table below shows that available commercial leisure expenditure for the Study Area is forecast to increase by 33.6% between 2015 and 2030. Within the Borough area (Zones 1 to 5, 7 and 8), growth in available commercial expenditure is slightly higher over the same period at 35.6%.

9.10 Looking at zones within the Borough area, the greatest increase in expenditure is in Zone 1 (Coventry east), which is forecast to increase by 38.7% (+£17.8m) by 2030. In Zones 3 and 4, which broadly correspond to the Rugby urban area, forecast available commercial expenditure is forecast to increase by 35.0% (+£20.6m) and 34.5% (+£25.3).

Table 9.3 **Total Available Commercial Leisure Expenditure: 2015 – 2030 (£m)**

	2015	2020	2025	2030	Change: 2015-2030 (£ million)	Change: 2015-2030 (%)
Zone 1	£45.9	£51.3	£57.2	£63.7	£17.8	38.7%
Zone 2	£45.2	£50.2	£55.8	£61.8	£16.6	36.8%
Zone 3	£58.9	£65.1	£72.2	£79.5	£20.6	35.0%
Zone 4	£73.5	£81.2	£89.8	£98.8	£25.3	34.5%
Zone 5	£15.3	£16.7	£18.4	£20.2	£4.9	32.4%
Zone 6	£38.5	£41.7	£45.6	£49.6	£11.1	29.0%
Zone 7	£16.5	£18.2	£20.2	£22.2	£5.7	34.5%
Zone 8	£25.3	£27.9	£30.9	£34.1	£8.8	34.8%
Zone 9	£46.7	£51.3	£56.5	£62.1	£15.4	33.0%
Zone 10	£7.8	£8.4	£9.2	£10.1	£2.3	29.9%
Zone 11	£17.2	£18.7	£20.5	£22.4	£5.2	30.1%
Zone 12	£22.3	£24.3	£26.6	£29.1	£6.7	30.2%
Zone 13	£46.0	£50.0	£54.8	£59.8	£13.8	30.1%
Study Area	£458.9	£505.2	£557.8	£613.3	£154.4	33.6%
Borough Area	£280.5	£310.7	£344.6	£380.3	£99.8	35.6%

Source: Derived from Table 4 (Appendix 9). All monetary figures are expressed in 2013 prices.

9.11 Based on the broad leisure expenditure profile, the majority of the growth in leisure expenditure is likely to be weighted towards eating and drinking out. This highlights the potential to improve the scale and quality of Class A3 uses in the Borough over the development plan period, subject to market demand. The aim should be to strengthen the wider mix of leisure uses and attractions in Rugby Town Centre as a priority to ensure it can compete with other centres and to ensure its competitiveness with expanding out of town retail and leisure parks.

9.12 In the context of this forecast growth in leisure spend, the following commentary identifies the potential 'gaps' in the commercial leisure offer of Rugby Town Centre and the likely need for new uses and facilities over the forecast period.

Figure 9-1 **A3-A5 Units in Rugby Town Centre**

Source: Experian Goad 2014

CINEMA

Market Overview

9.13 The significant growth in modern multi-screen cinemas over the last twenty years has been fuelled by a number of factors; including the increase in Hollywood 'blockbusters' and new developments in cinema technology (such as digital 'surround-sound' and, most recently, 3-D screen technology). Most multiplexes that opened during the 1990s were located on large out-of-centre and edge-of-town sites, often as part of shopping centres, retail parks or mixed leisure schemes featuring bowling, nightclubs and restaurants (such as, for example, Star City in Birmingham). Cinemas are important anchors for leisure and retail schemes, helping to generate footfall outside of shopping hours, linked trips and spin-off expenditure to other shops and facilities, including cafés and restaurants. Multiplexes have also been particularly successful in attracting shoppers and visitors into 'dead' areas of shopping centres, such as upper levels or the ends of malls.

9.14 Although cinema audiences grew significantly during the 1990s, the UK cinema market has traditionally been dominated by a handful of operators namely Cineworld, Odeon/UCI; Vue (who operate the multiplexes in Westfield's Stratford and White City schemes); and Showcase (the UK arm of National Amusements of the USA). There was significant consolidation in the UK market in 2012 when Odeon acquired the BFI Southbank and a site from AMC, Vue acquired the Apollo cinema chain and Cineworld acquired Picturehouse. From its beginnings in 1995 Cineworld now operates over 100 cinemas in the UK (including Picturehouse) and accounts for more than one quarter (25.9%) of the cinema box office market. Its most recent openings include an 11-screen cinema in Telford, a 6 screen site in St Neots and a 9 screen cinema in Wembley (all opened in 2013/14).

9.15 According to research by Dodona (a specialist market research consultancy in the cinema industry) there are 756 cinemas in the UK with a total of 3,867screens, of which approximately three-quarters are multiplexes. It should be noted that the number of cinemas has fluctuated, and has decreased between 2013 and 14 by 13, yet the number of screens has risen by 50 due to the increase in the number of multiplex screens and the loss of 'traditional' cinemas. The rest of the market is mainly represented by smaller multiplex operators and independents which tend to operate non-multiplex cinemas (i.e. less than five screens) and screens in mixed-use venues (such as arts centres).

9.16 The cinema industry has not been immune from the recession and there have been some closures since 2008, although the majority have been smaller art centre venues rather than the larger chains. Notwithstanding this, the industry generally appears to be in good health and the UK remains the third largest consumer market for filmed entertainment in the world. The latest research shows that box office revenue in 2013 in the UK exceeded £1bn for the third year in succession, based on 165.5m admissions. Overall the cinema sector has remained relatively resilient in the prevailing economic and consumer environment.

9.17 In recent years, cinema operators have also introduced changes to the cinema experience, including premium seating areas and better quality refreshments, such as alcohol and higher quality food. For example, Vue Cinemas introduced their 'Evolution' concept which provides a mix of seating types comprising bean bags and sofas, as well as regular seats. Cineworld has also introduced the '*Screening Room'* concept, characterised by leather chairs and table service. The first 558m^2 '*Screening Room'* cinema opened in June 2011; in the Brewery, Cheltenham.

9.18 Research by Dodona indicates there has been a growth in smaller (Digital) cinemas to serve smaller catchment areas. These Digital cinemas are more flexible and less “space-hungry” as they do not require the large sloping auditoriums needed to accommodate traditional projectors. There are therefore opportunities for the modern cinema offer to be provided in existing buildings. Examples include the HMV in Wimbledon which has a small Curzon cinema above the store.

Existing Provision and Projected Demand

9.19 The results of the household survey show that 61.1% of the Study Area’s (Zones 1 to 13) population visit the cinema. With regard to frequency of visits, across the whole Study Area respondents mainly visited the cinema once every two months (33.9%) or every month (33.8%). Only 10.5% of respondents in the Study Area visit the cinema on a more frequent basis (e.g. once a week or fortnight).

9.20 Of those that visit the cinema in the Study Area, the majority (69.8%) visit the Cineworld in Junction One Retail Park. The cinema includes 9 screens and related concessions include a Baskin Robbins Scoop Ice Cream shop. The cinema also attracts visitor from outside of the borough, and was the preferred cinema for respondents in all but one of the zones that capture areas outside of the borough boundary.

9.21 The survey also indicated cinema goers from the zones that lie to the north of the Borough (i.e. Zones 1 and 2), visit the Showcase and Odeon cinemas in Coventry. The other cinemas visited by respondents were the Forum cinema in Northampton and the Vue cinema in Leamington Spa.

9.22 The analysis demonstrates the popularity of the Cineworld in Rugby and shows that the facility is a key draw for visitors outside of the Borough.

9.23 The latest evidence from Dodona indicates that the average screen density for cinema provision in the West Midlands is 5.4 screens per 100,000 people[26] (British Film Institute, Statistical Yearbook 2014).

9.24 Based on this average screen density the table below shows the requirement for additional cinema screens in the Study Area. The HTIS showed that the majority of respondents from all Zones go to the Rugby Junction One cinema, apart from Zone 12 (where 51% of respondents go to Northampton and 18% to Banbury). Rugby’s cinema-going catchment population is therefore drawn from the whole Study Area, but excluding Zone 12.

[26] Table 10.4, Statistical Yearbook 2014, British Film Institute and Dodana Research.

Table 9.4 **Rugby Borough Potential Capacity for New Cinema Screens**

	2015	2020	2025	2030
Study Area population excluding Zone 12	224,649	233,754	242,504	250,052
Cinema Screen Density	5.4	5.4	5.4	5.4
Cinema Screen Potential	12	13	13	14
Existing Screen Provision	23	23	23	23
Minus existing	**-11**	**-10**	**-10**	**-9**

Source: Screen density for the West Midlands derived from Dodana Research
Notes: Forecast population for the Study Area (excluding Zone 12) is based on ONS 2012-based Sub-National Population Projections

9.25 The results of our assessment indicate that there is no quantitative capacity for new cinema screens in the Borough due to the presence of existing cinema facilities in Rugby and Coventry. However, the potential for new facilities is more often driven by market demand from cinema operators, with current trends indicating interest from cinema operators (particularly Cineworld) in town centre development opportunities. Plans to develop the Evreux Way site in the Town Centre currently include the provision of a five screen cinema, which has the potential to draw trade from cinemas in Coventry and Banbury. The development of a new cinema in the town centre would help strengthen Rugby's evening time economy. However, following the sale of Clock Towers Shopping Centre, the new owner has yet to confirm their intention to implement the planning permission for Evreux Way.

EATING & DRINKING OUT

9.26 The food and beverage sector, including restaurants, bars and pubs (Class A3, A4 and A5), provide an increasingly important part of a town centre's wider offer and economy. They also complement other town centres uses, particularly shops, offices and cinemas, helping to lengthen 'dwell times' (the time people spend in centres) and increase expenditure as part of the same trip.

Market Overview

9.27 As described previously average household spending on leisure services in the UK is dominated by eating and drinking out. Even in the context of the current economic recession this sector has remained buoyant. In terms of the pub trade, some of the key trends in recent years include:

- A move to more flexible opening hours (resulting from licensing reforms implemented in November 2005), combined with pressures arising from lower alcoholic drink prices (particularly in supermarkets), has resulted in a number of pub operators widening their food and non-alcoholic beverage and the growth of so-called "*gastro-pubs*" as eating-out destinations in competition with more established restaurants.

- Increased consolidation and closures in the pub industry. According to the Campaign for Retail Ale (CAMRA) there have been 5,800 pub closures since 2008[27]. Recent research by CAMRA also suggests that on average around 29 pubs closed every week in the UK between June and December 2014[28].
- The sale of pubs for conversion to alternative uses has also increased over recent years, particularly for convenience retailing (e.g. Tesco Express and Sainsbury's Local).
- The Home Office has also introduced a much more aggressive policy towards the pub industry. Powers for local authorities to establish Alcohol Disorder Zones (ADZ) are included in the Violent Crime Reduction Act (2006), which also places a charge on pubs and bars in a designated area to pay for additional policing, environmental and other services in the neighbourhood. This increase in costs is also placing further pressure on the profit margins of some pub operators.

9.28 The restaurant sector has also experienced mixed fortunes during the economic downturn. Some of the key trends driving change in this sector include:

- An increase in promotions and discounts by the multiples to attract customers during off-peak periods (e.g. Pizza Express).
- More discerning customers who are basing their decisions to eat out on value for money, but not at the expense of quality in terms of service, food and the overall experience. Two successes are Jamie's Italian, Bill's and Cote. There has also been a growth in '*all-you-can-eat'* style restaurants which are aimed at offering value for money (examples include the Taybarns brand owned by Whitbread).
- For families in particular, going out for a meal has become too expensive, and many have switched to staying at home with a takeaway which has increased sales for businesses such as Domino's Pizza.

9.29 The café sector has also experienced strong growth over the last five years, despite the impact of the economic downturn. The branded coffee chains dominate the market with some 5,531 outlets in 2013 equating to a market share of 54%. Of these, the three leading multiple chains are Costa Coffee (1,670 outlets), Starbucks Coffee Company (790) and Caffè Nero (560), with a combined turnover of £2.6 billion in 2013[29]. Notwithstanding the rise of the multiples, there has also been growth in independent and specialist cafés and coffee houses, particularly those serving a more luxury or specialist offer (e.g. organic and Fairtrade).

[27] Source: Article published by CAMRA on 20th March 2013, www.camra.org.uk

[28] Source: Published results from the CGA-CAMRA Pub Tracker published in January 2015

[29] Source: Allegra Strategies

9.30 The strong independent coffee sector has fuelled many new start-up businesses in local centres. While many forecasters considered the café market to be saturated a few years ago, a recent study by management consultancy Allegra Strategies predicts that the total UK coffee shop market still has potential for strong growth, and there is forecast to be over 20,500 outlets by 2018, with a total turnover of £8.7 billion. There would therefore appear to be potential for further growth in the café market, driven mainly by branded coffee chain expansion and non-specialist operator growth.

Existing Provision

9.31 Based on the most recent Experian Goad data for Rugby Town Centre, the current provision of Class A3 (restaurants and cafés), A4 (Pubs, bars etc.) and A5 (hot food takeaways) uses is as follows:

Table 9.5 **Current Provision of Leisure Uses (%)**

Location	Class A3	Class A4	Class A5	Total A3-A5	
	%			No. of Units	% of Total
Rugby Town Centre	6.8%	4.8%	4.1%	61	15.7%
UK Average	**8.5%**	**1.5%**	**5.6%**	**-**	**15.6%**

Source: Experian Goad 2014

9.32 The table above shows that current provision of A3 to A5 uses (15.7%) is broadly in line with the Experian Goad UK average (15.6%). This demonstrates the centre's important role as the Borough's only Town Centre. Within this overall leisure provision, the provision of A3 uses (that is restaurants and cafes) is below the UK average. Such uses are important to encourage visitors to spend longer in a centre, therefore an increase in the quantity and quality of A3 uses could have a range of benefits. The provision of drinking establishments is high, well above the UK average. This provision mainly consists of public houses, of which there are 12. Promoting a wider range of A4 use such as bars could help to boost the evening economy in the Town Centre.

9.33 The Town Centre has a number of attractive, independent restaurants that help to draw visitors along Sheep Street and High Street. Respondents to the household survey identified improving the range and quality of these independent food and drink operators as a factor that would encourage them to visit the Town Centre more often. The centre has attracted few key branded operators (limited to Pizza Express, Prezzo and Costa), and most national multiple food and drink brands remain absent from the centre. The level of choice for visitors to the centre is therefore limited. The out of centre offer is also limited mainly to fast food and does not provide significant competition for the centre, although operators in the retail parks are all national multiple brands such as KFC and Frankie & Benny's. There is therefore a need for the town centre to improve and expand the food and beverage offer in the future.

9.34 It is important that Rugby Town Centre retains and enhances its food and beverage offer, as it not only supports the daytime economy, but is the main driver of the centre's evening economy. As such, measures to attract new operators should be promoted where possible. This could include, for example, better quality restaurants targeted at families to help draw more people to the town centre and encourage them to stay longer. This is particularly important given the current plans for significant investment and redevelopment of the out of centre retail offer, which will increase competition with the Town Centre.

9.35 The results of the household survey also help to identify where people living in the Study Area currently prefer to eat and drink. The key results for the Study Area and key zones are as follows:

- A high proportion of respondents visit restaurants and cafés (79.3%). Of this total, 90.0% visit a café or restaurant at least once a month.
- Across the whole Study Area, Rugby was the most popular location for visiting restaurants (44.2%). The main competitor is Coventry (9.2%), followed by Daventry (7.8%), Lutterworth (6.9%) and Leamington Spa (6.9%).
- In the zones that cover areas outside of the Borough, the majority of respondents tended to choose to visit cafes and restaurants in their local town centres (eg. Daventry or Lutterworth). The majority of respondents from zones within the borough selected Rugby as their main destination, with the exception of Zones 1 and 2, which are located to the north of the Borough and closer to the larger town centre of Coventry. This indicates that Rugby is retaining custom from within the Borough, but is not attracting visitors from outside to sue its cafes and restaurants and is losing some trade from areas to the north of the Borough.
- Some 55.9% of respondents in the Study Area visit pubs, bars, nightclubs and/or music venues. In terms of frequency, 81.1% go at least once a month. Across the Study Area, the 37.6% of respondents visited Rugby. The results of the household survey showed that respondents visited a wide range of locations, suggesting that respondents rely mainly on localised provision. Within the Borough, the majority of respondents tended to choose Rugby, with the exception of Zones 1 and 2 where respondents tended to visit Coventry.

Forecast Demand for Eating and Drinking

9.36 In order to assess the potential capacity for new eating and drinking establishments we have adopted a standard and robust approach. The assessment focuses on demand for food and drink floorspace within Rugby Town Centre.

9.37 The approach is based on the assumption that between 15% and 30% of the forecast capacity for new comparison goods floorspace (as identified in **Section 9**) could support a mix of new leisure services including cafés, restaurants, takeaways, pubs and wine bars. This assumption is supported by research that specifically identified that the hospitality industry, in its widest sense, "...*forms an important and sizeable proportion of premises averaging 24% of ground floor stock*"[30]. Furthermore Experian GOAD's centre reports show that on average cafe's, restaurants, bars, pubs and takeaways account for over 15% of floorspace and 18% of outlets in the 2,500 shopping areas that they cover.

9.38 Based on 15% to 30% of the baseline comparison goods capacity forecasts set out in **Section 9** we therefore estimate that there is a potential quantitative need for 684m^2 to 1,369m^2 of Class A3-A5 gross floorspace in Rugby Town Centre in 2025. Forecast provision increases to between 1,177m^2 to 2,355m^2 by 2030.

Table 9.6 **Eating & Drinking Out - Projected Gross Floorspace (m^2) for Rugby Town Centre**

	2020	2025	2030
Projected Comparison Floorspace	1,508	4,562	7,850
15% of Comparison Floorspace to A3/A4/A5 Uses	452	684	1,177
30% of Comparison Floorspace to A3/A4/A5 Uses	452	1,369	2,355

Source: Table 12 Appendix 7

9.39 In summary, proposals for need for new food and beverage uses should be encouraged in Rugby Town Centre to help increase competition and choice, and to help stimulate the centre's daytime/evening economies in accordance with national and local policies. In this context the emerging proposals for Evreux Way include the provision of Class A3 uses (circa 1,226 m^2 gross) and floorspace alongside a multiplex cinema. The development of new A3 units would significantly strengthen the overall attraction, vitality and viability of Rugby Town Centre. However, as highlighted previous, there is uncertainty as to whether the scheme will be implemented following the sale of Clock Towers Shopping Centre.

9.40 Meeting any forecast need for new cafés, restaurants and bars is highly dependent on the level of market demand and confidence in the centres as trading locations. In simple terms the more successful, vital and viable a centre is, the more likely it will be that café and restaurant operators will want to locate there.

[30] The Streetscape of major UK cities', Savills (Winter 2004, pg.3).

HEALTH & FITNESS NEED

Market Overview

9.41 The health and fitness market has generally performed well during the economic downturn. The latest statistics from The Leisure Database Company[31] (market research specialist for the leisure industry) show that over the twelve month period to June 2014, the industry has grown its total market value by 3.9% to £4.08 billion, its member base by 4.5% and the total number of facilities by 1.6%. According to the Leisure Database Company (LDC), there were an estimated 6,112 private health clubs and public fitness centres facilities in the UK in 2013, which represented a small net increase from the 6,019 facilities the previous year[31]. The main operators in the market currently include:

- Esporta, Greens & David Lloyd Leisure – at the premium end of the market focus on health, racquet and tennis clubs;
- Virgin Active & Nuffield Health (previously Cannons) – dominate the mid-range family-oriented health and fitness market; and
- LA Fitness, Fitness First and Bannatyne's Health Clubs – operate smaller in-town clubs at the more value end of the market.

9.42 However, the most significant growth in the sector in recent years has been fuelled by value and budget operators. The new wave of ("*no frills*") fitness clubs includes EasyGym, Pure Gym, Fitness 4 Less, Fitspace, TruGym and SimplyGym. Their business models are based on significantly discounted monthly subscriptions (of between £10 and £20 on average) and 24-hour opening. Although these clubs provide a basic offer (for example, they do not generally include fitness classes, personal trainers, swimming pools, saunas or steam rooms) they appear well suited to the current economic climate and are proving popular. According to LDC, the budget gym sector now accounts for 6% of total private clubs and 14% of private sector membership.

9.43 Overall, the proportion of the population in 2014 with a gym membership was estimated at 13.2%. According to LDC, the average number of members per club in the UK is estimated to be 1,426, which takes into account the average for independent venues (726 per club) and leisure chains (2,198 per club). For the larger fitness chains (e.g. David Lloyds, Virgin, LA Fitness, etc.) the average club membership increases to 2,897, while budget chains are even higher at 3,452 members[32].

9.44 The rapid growth of this sector has also been characterised by a marked shift in the location of clubs from out-of-centre locations to town centres, often as part of wider mixed use developments. This is helping to create a wider range of attractions and

31 The 2014 State of the UK Fitness Industry Report, The Leisure Database Company

32 Sourced from the 2014 State of the UK Fitness Industry, the Leisure Database Company.

activity in town centres, particularly in the evenings and at weekends. More flexible planning policies will therefore need to be introduced which help to encourage an element of such uses within existing buildings or as part of mixed use schemes.

Existing Provision

9.45 The table below summarises the current representation of national, regional and independent privately-owned health and fitness operators in the Borough, as well as the Council-owned leisure centre.

Table 9.7 **Existing Leisure Centres, Fitness Clubs & Gyms in the Borough**

Facility	Private Sector	Public Sector (or Trust)
Active Woman Health & Fitness Centre, Rugby	✓	
Griffin Centre, Rugby		✓
Gymophobics, Rugby	✓	
Harris Sports Centre, Rugby	✓	
No Limits Gym, Community Centre, Rugby	✓	
Rugby School Sports Centre, Rugby	✓	
Sports Direct Fitness, Rugby	✓	
The Queen's Diamond Jubilee Centre, Rugby		✓
Virgin Active, Junction One, Rugby	✓	
Warwickshire College, Rugby	✓	

Source: Various

9.46 Rugby’s gym and leisure offer include the new Queen's Diamond Jubilee Centre, a large multi-activity centre (including sports hall, climbing wall, two swimming pools and general fitness studios), which is owned by the Council and run by a not for profit organisation.

9.47 Rugby has a number of privately managed gyms and two that are attached to educational institutions (the Rugby School and Warwickshire College). Rugby has one of the key branded gyms; a Virgin Active located at Junction One Retail Park. Notwithstanding this, it is apparent that despite the Borough’s strong population, there is a notable gap in the provision of branded health and fitness clubs. David Lloyd, Fitness First and LA Fitness for example are not currently represented in the Borough.

9.48 Analysis of the household survey shows that 74.2% of respondents across the Study Area do not go to a gym or health club. Of the 25.8% that do go to the gym, the facilities located in Rugby (though not necessarily within the town centre) had relatively high retention rates, with the majority (21.7%) of respondents choosing ‘The Queens Diamond Jubilee Centre, and a further 13.3% the Virgin Active. The total retention in Rugby Borough is around 51.1% overall.

9.49 Competitor locations for health and fitness facilities outside of the Borough were Daventry, Coventry, Lutterworth and Southam. Future investment in health and fitness facilities would help to claw back some of this leakage and also have the potential benefit of improving the current participation rate identified by the survey.

Forecast Demand for Health and Fitness

9.50 The need for health and fitness clubs can be linked to the potential demand arising from population growth at the local level. In this case the Study Area population is estimated to increase by 26,192 by 2030. It is likely that existing facilities will absorb some of this demand, and average membership levels will change over time in line with the constant changes in fitness facility formats.

9.51 Notwithstanding this, there would appear to be capacity to support an increase in leisure provision in the Borough over the medium to long-term. Based on the Study Area average participation rate of 25.8%[33] identified by the household survey, this would potentially result in an additional 6,753 new gym and health and fitness members over the forecast period. Based on average membership rates for private fitness clubs identified earlier in this section, this would support around 2 new gym facilities.

9.52 As for the other leisure sectors, addressing this forecast capacity will be dependent on the level of market interest and demand. Given that some of the larger chain operators are not represented in the Borough, there may be scope for a new facility. There could also be potential to attract a budget or value operator, as this type of facility would appeal to a wider customer base. In turn this could help to increase participation and/or capture some of the 'leaked' trips to health and fitness facilities outside the Borough.

9.53 While the Rugby urban area should continue to be the focus of new leisure provision, there may also be an opportunity to link new leisure facilities with future growth areas and strategic transport sites. Around 2.5% of respondents to the HITS indicated that '*More or better public leisure centre'* would improve the leisure offer in the Borough. This response was particularly high amongst respondents in Zones 3 and 4, which broadly represent the Rugby urban area (3.5% and 5.5% respectively. These zones also had higher participation rates for gyms/ health clubs and sports facilities (33.6% in Zone 3 and 30.3% in Zone 4). An additional 3.42% of respondents to the HITS indicated that '*a swimming pool*' would improve the leisure offer in the Borough. Currently, provision outside of the new Queens Diamond Jubilee Leisure Centre is poor.

BINGO & GAMBLING

9.54 Gambling represents a significant and growing element of the leisure industry. The main sectors of the gambling industry comprise 'games of chance' (i.e. bingo clubs, casinos, betting shops, amusement arcades, etc.). We briefly describe the key trends in

[33] Participation rate identified from the household survey.

this sector and the forecast need/demand for new facilities in the Borough, if any, based on the available evidence.

Market Overview and Current Provision

9.55 The latest research by *The Gambling Commission* (*Industry Statistics November 2014*) indicates that there are over 653 licensed bingo premises in operation in the UK, which is a reduction of 25 premises over the last12-18 months, despite a previous long term trend of increasing numbers of venues. In the 12 months up to June 2011 some 3.4% of UK adults visited bingo venues, but research by *Mintel* indicates that the industry has experienced a fall in revenues and admissions over recent years as a result of legislative changes (such as the ban on smoking in public places), the impact of the economic downturn and the growth of online gaming.

9.56 In response to falling admissions, bingo operators are increasingly taking advantage of the online market and embracing smart-phone technology through new 'app' development. This forms part of a wider trend and growth in *'remote/online'* gambling, which including gambling activities through the internet, telephone, radio, etc. Bingo operators are also increasingly looking to diversity their customer profile, and are marketing their clubs at a younger, predominantly female audience. As a result there has been an increase in the number of younger and more affluent bingo players over recent years, particularly as deregulation has enabled clubs to offer bigger (national) prizes.

9.57 In terms of Casinos, research shows that there were some 147 active casinos in the UK in March 2014, which represents an increase by three premises on the previous 12 months. The number of premises has remained fairly static over the past five years[34]. This sector is dominated by three companies: the Rank Group (incorporating Grosvenor Casinos and Gala Coral Casions); and Genting UK. There has been consolidation of the sector in the past few years, with acquisitions such as Rank Group's purchase of Gala Coral Casinos making it the largest operator in the UK. The number of admissions to casinos increased substantially by 25% over the five year period up to 2010/11. This growth is largely explained by larger new casino venues granted licences under the 2005 Gambling Act.

9.58 Based on the available evidence, the Borough currently does not have any bingo clubs or casinos. The HTIS did not identify any frequently visited casino venue for the Study Area. The household survey results indicate that bingo and casino gambling is not a major leisure activity for the majority of respondents living in the Borough, with just 7.2% indicating that they frequent bingo clubs or casinos. Of those that do, a high proportion visit a bingo club or casino once a week (43.5%). In our judgement, while the provision of no bingo halls in the Borough may suggest an under provision for this

[34] Source: Gambling Commission Industry Statistics November 2014.

activity, the participation rate is very low and may not be enough to support this provision.

9.59 Similarly, there is unlikely to be sufficient demand to accommodate the introduction of a casino venue. Furthermore, there is unlikely to be demand from casino operators who typically focus new outlets in major leisure destinations.

9.60 In summary, there is no demonstrable need to enhance existing provision to improve competition and choice at the local level, although this will be subject to market interest and demand from other bingo and casino operators. If demand arises in the future, we advise that this should be directed to the Borough's main centres first in accordance with national and local plan policy.

TEN-PIN BOWLING

9.61 Tenpin bowling has been established as a commercial leisure activity in the UK for over 40 years and remains a strong family and group activity. Research shows that there are currently over 321 bowling centres in the UK[35].

9.62 This sector benefited from a period of growth from the mid-1990s onwards, fuelled by the development of large entertainment 'boxes' and leisure parks at one end of the spectrum, and smaller independent specialist bowling facilities at the other end. A number of the successful bowling facilities opened over the last 15-20 years tend to form part of larger leisure complexes that include multi-screen cinemas, restaurants and nightclubs. It is the critical mass of leisure uses under one roof or as part of leisure parks that helps to underpin the viability of ten-pin bowling centres, which can struggle as standalone attractions. Examples of the smaller specialist operators include All Star Lanes which operates five bowling venues in the UK (four in London and one in Manchester) and largely targets the corporate/private hire market. Bloomsbury Bowl Lanes also operates from smaller venues with sites in Bloomsbury (8 lanes) and Bristol (5 lanes). The company offers a 1950's American-themed bowling venue with ancillary karaoke rooms, venue rooms for hire, DJ booths, bars, small scale cinema and a venue for bands and live performers/comedy nights.

9.63 The Borough formerly had one ten-pin bowling venue (Rugby Superbowl) located in the Junction One Retail Park. However, this venue recently closed and is due to be converted into a Matalan store. The competing venues are located in Coventry and Leamington Spa.

9.64 The household survey indicates that family entertainment (such as tenpin bowling and ice skating) is a reasonably popular leisure activity, with over 34.0% of respondents living in the Study Area indicating that they partake in this activity. The former tenpin bowling venue in Rugby captures the majority of trips made by residents in the Borough

[35] Tenpin Bowling Market UK, Mintel (November 2012)

(29.69%). It is not known whether there are plans to relocate this facility to a new location within the Borough. With this now closed, the other facilities at Coventry and Leamington Spa may now receive a higher market share.

9.65 Of those in the Study Area that do visit family entertainment facilities, they go relatively infrequently with 20.5% visiting once every two months, 24.7% visiting once every six months, 14.5% a year or less.

9.66 In terms of future needs, we consider that there may be scope to re-provide a tenpin bowling facility in Rugby. This is based on the relatively good participation levels at the Borough level and a good market share achieved by the recently closed facility. If this is the case and market demand exists, then it may be beneficial to direct a new facility to Rugby Town Centre in order to help maintain and strengthen the centre's diversity of offer and evening economy.

CULTURAL ACTIVITIES

9.67 The results of the 2014 household telephone survey show that 47.1% of respondents in the Borough engage in cultural activities such as visiting the theatre, concerts or a music venue and 40.5% visit museums, galleries or places of historical and/or cultural interest. The household survey confirms that this form of activity is carried out infrequently with the majority (around 60%) of respondents visiting cultural facilities once every six months or less often. Respondents are also more likely to visit music/ theatre venues in large cities such as Birmingham (18.9%) and also cultural or historical venues in London/ Central London (47.4%). This reflects the city's draw as the country's premier leisure and tourist destination, which is easily accessible to residents in Rugby Borough. Cultural facilities in Coventry such as the Belgrade Theatre, the Herbert Art Gallery & Museum and the Coventry Transport Museum are also a major draw, capturing 11.4%, 5.9% and 5.7% of this type of activity respectively.

9.68 In relation to Rugby's retention rates, for music and theatre this was around 17.8% of respondents, and for museums and galleries this was 9%.

9.69 The galleries or places of historical and/or cultural interest in Rugby that were identified by respondents were the Rugby Theatre Society on Henry Street and the Rugby Art Gallery Museum & Library. The latter facility was completed in 2000 and occupies a large site to the west of the Town Centre, adjoining the car park with the Asda Superstore.

SUMMARY

9.70 As for retailing, the commercial leisure industry faces considerable challenges and pressures even as the economy improves. It is clear that consumers are becoming increasingly selective in terms of where and how they spend their discretionary leisure spending. There will also be a continued increase in at-home activities due to the advances in computers, tablets, television, gaming, and audio technology. The challenge for town centres and leisure operators in the future will therefore be to attract customers away from their homes.

9.71 The table below shows the percentage of the Study Area's respondents to the household survey who indicated that they do *not* participate in the various leisure activities identified.

Table 9.8 **Respondents in Study Area who do not participate in leisure activities**

Leisure Activity	Respondents who do *not* participate in leisure activities
Bingo / casino / bookmaker	92.1%
(None of these)	87.0%
Gym / health club / sports facility	82.1%
Family entertainment (e.g. tenpin bowling, skating rink)	80.0%
Museum / gallery or place of historical / cultural interest	68.5%
Theatre / concert / music venue	53.8%
Pub / bar / nightclub	57.7%
Cinema	52.1%
Restaurant / café	36.0%

Source: HTIS 2015

9.72 The table shows variation in the popularity of particular commercial leisure activities with eating and drinking out, visiting the cinema and going to a pub/ bar or nightclub the most popular.

9.73 It also shows that the majority of the Study Area's residents do not normally participate in other commercial leisure activities including going to the gym/ healthclub, visiting a bingo or casino facility or family entertainment such as tenpin bowling.

9.74 Our review of the Borough's commercial leisure sector and offer, and the results of the household survey, indicate that there is a relatively good level of leisure facilities (for example cinema and food and drink), although there is scope to improve the range and quality of this provision. The participation rate for certain leisure activities is particularly high (e.g. restaurants and cinemas) and this offers the potential to enhance the overall offer, subject to market demand. Respondents to the household survey have highlighted that improving the range and quality of restaurant provision, particularly independents, would encourage them to visit the centre more often. There is also a lack of key branded operators in the Town Centre which could help to draw in visitors. There is clearly potential to improve and strengthen the leisure offer in Rugby Town Centre to help stimulate the evening economy and increase "dwell times" during the day to the benefit of other shops, businesses and facilities.

9.75 The assessment indicates that there is potential to support two branded health and fitness leisure facilities (budget and larger chain operator) based on projected population growth. A new operator could assist in improving the Borough's market share of gym/health fitness memberships and increasing participation rates in this particular leisure activity.

9.76 In terms of cinema provision, the assessment found that a high proportion of respondents visit the cinema, and the Rugby Cineworld captures a high proportion cinema visits in the Study Area (69.8%). The introduction of a new cinema was also picked up as a potential improvement for the Town Centre. Due to the popularity of this activity and the relative lack of alternative multi-screen provision in the area, we have identified an opportunity to increase the cinema provision in the Borough; with a priority for new screens in Rugby Town Centre. The planned development at Evreux Way, which includes the provision of a new cinema, would help to meet this demand. It will also encourage linked trips and increased expenditure across the town centre as a whole to the benefit of other shops and businesses, and Rugby's overall vitality and viability.

9.77 Potential demand has been identified for eating and drinking out. There is potential to enhance food and drink offer in Rugby Town Centre as a means of promoting the Borough's day to evening time economy. As a priority, new floorspace for food and beverage outlets should be directed to the Town Centre with provision directed to and strategic growth areas, albeit that delivery will be subject to market demand. Similarly, the provision of new hotel accommodation in the borough should focus on Rugby, particularly on creating new hotel space in the Town Centre. By promoting hotel provision in the town centre this could support tourism for the town centre and possibly link overnight trips by friends and family of those attending Rugby School.

9.78 For Rugby Town Centre in particular, improvements to the range and quality of the food and drink offer is important, given the increasing competition it faces from out of town retail parks, which are currently expanding their leisure offer. Rugby Town Centre contains a relatively low representation of key national multiple leisure brands, particularly in the food and drink sector. The promotion of quality food and beverage branded operators in the town centre should be encouraged and the proposals for Evreux Way will help to address this need. In turn, this would strengthen Rugby Town Centre's profile as a retail and leisure destination; helping to increase footfall and dwell times in the town centre. It also provides the potential to encourage shoppers who visit Rugby's out of town shopping parks to link their shopping trip to Rugby Town Centre.

10.0 OTHER TOWN CENTRE USES

10.1 The success, vitality and viability of town centres is driven by a range of different uses, not just retail and commercial leisure. For example offices located in town centres can help to support daytime and early evening economies, boosting footfall and expenditure to the benefit of a wide range of business, services and facilities. Similarly, tourism/ visitor accommodation also has an important commercial function - particularly the hotel sector – as it helps to increase dwell times and expenditure in areas and centres. Furthermore, community uses have a crucial role for town centres, which are the focus for much community activity.

10.2 The following sections therefore give a high level market review of office provision; hotel provision; and community sues in the Borough's Town Centre.

OFFICE PROVISION

10.3 Office space is also an important town centre use. The provision of employment space, often at high density, is useful for bringing visitors into the centre. However, it should be noted that commercial premises do not generally have active frontages at ground level and are not therefore encouraged along primary and secondary frontages, where promoting active frontages is key to support the vitality of a town centre. This section draws on the findings of the Goad survey data, the CJ site visit to Rugby Town Centre and on the Council's evidence base (primarily the Employment Land Review 2013 and the ELR 2015 and the Economic Prosperity Strategy 2009).

10.4 The nature of Rugby's economy, which includes a high proportion of SMEs, as identified in the 2013 ELR, lends itself to smaller more traditional office spaces of a type that could possibly be located in or on the edge of the Town Centre. In addition, given the proximity of the Town Centre to the strategic road network,

10.5 The 2013 ELR identified a vacancy rate across the Borough's employment sites of 17%. However, it also notes that this figure seems higher due to the higher proportion of small employment sites in the borough. It suggests that on strategic employment sites this figure would in fact be much lower. Over the next decade, the ELR projected that the economy in the Borough would diversify with a greater number of tertiary sector businesses. However, the 2013 ELR did not identify any undeveloped sites within Rugby Town Centre that would be suitable for employment space development.

10.6 The office provision in Rugby Town Centre is focussed in the following areas, as shown in the shaded Goad plan below:

- To the North of Evreux Way where the Rugby Borough Council offices are located.
- Along Regent Street and Albert Street – these are predominantly small-scale offices in traditional buildings, often converted residential or retail units.

- Along the eastern frontage of Albert Street – these are typically in larger, purpose built office building, some of which appear to be undergoing renovation at present.
- At the eastern end of Clifton Road – there are modern offices located in new, propose built developments (including Bretherton Offices).

Figure 10-1 **Rugby Town Centre Office Provision**

Source: Experian Goad

Note: Bretherton Offices is located at 2 Clifton Road are not identified on this Goad plan.

10.7 In relation to the future provision of office space, the updated 2015 Rugby ELR highlights the modest scale of the office market:

- Small-scale development to meet occupier demand from SMEs in the Town Centre, principally on a freehold basis. This form of development is however really currently not viable.
- Providing better quality floorspace for the limited number of current corporate occupiers in Rugby Town. The potential for inward investment by corporates is limited.
- Provision around the edge of Coventry, where potential rental levels are higher. However viability is currently marginal, and many occupiers are now exhibiting a preference for town centre locations. B1a space at other out-of-centre schemes such as Whitley Business Park has not performed well.

HOTEL PROVISION

10.8 Hotel provision in Rugby Borough includes a range of occupiers, from budget multinationals to niche independents. The majority of provision is focused in and around the settlement of Rugby, particularly the main routes to the train station. There is relatively little provision located in the town centre.

10.9 Rugby has a number of national multiple providers, many of which are located in close proximity to the station or to key motorway junctions. As the rail station is not located within the town centre, this may limit the number of linked trips by visitors staying in the hotels to the retail and leisure service in the Town Centre. There is only one hotel located within the Town Centre boundary – the Rugby Hotel, a medium sized three star independent establishment. In close proximity to the rail station are the Carlton Hotel, a small four star establishment, and a large Travelodge.

10.10 Outside of Rugby, there are few branded occupiers, and providers in smaller villages and rural areas tend to be smaller, boutique occupiers when compared with those found in Rugby. There are also hotels located in attractive country manor houses that are used as high end hotels and also as events such as weddings. This provision is supplemented by a number of smaller independent bed and breakfasts or guesthouses.

10.11 A location plan of hotel provision identified in the borough is included in **Appendix 10**. The table below highlights the key providers and their comparable size and type.

Table 10.1 **Summary of Hotel Provision in Rugby**

Name and brand (if applicable)	Location	Rooms	Stars
Rugby Town Centre			
The Rugby Hotel	Town Centre	35	Three
Rest of Rugby Borough			
The Carlton Hotel	Rugby (edge of centre)	19	Four star
Travelodge Rugby Central	Rugby (edge of centre)	72	N/A
Brownsover Hall Hotel	Rugby	47	Three star
The Hillmorton Manor Hotel	Rugby	11	Three star
The Grosvenor Hotel	Rugby	26	Three star
Premier Inn Rugby North - Newbold	Newbold	50	N/A
Premier Inn Rugby North - M6, Jct 1	Central Park	82	N/A
Dunchurch Park	Dunchurch	89	3.5 star
Village Green Hotel	Dunchurch	10	N/A

Source: Various sources

10.12 Competing centres outside of the borough tend to have a wider offer to Rugby. For example, Coventry, Leamington Spa and Northampton have a range of branded providers like Holiday Inn and Premier Inn in addition to smaller independent providers. Coventry, which the results of the household survey revealed to be the Borough's key competitor in terms of leisure destinations, has around 39 identified providers, including 17 branded operators such as premier Inn, Travelodge, Ibis and Hilton. Larger centres such as Birmingham also have a much wider offer, particularly regarding provision within the town centre.

10.13 There is scope to expand Rugby's hotel provision, particularly within Rugby Town Centre. This would be a positive addition to the town's current offer and start to amend the balance of provision that is currently focussed on the station. Links between the Town Centre and the hotel provision clustered around the station should be facilitated, in order to encourage linked trips into the town centre for travellers using the station. There may also be scope to extend the hotel accommodation provision with future expansion of the out of town retail parks, where appropriate.

COMMUNITY USES PROVISION

10.14 This section will map the provision of community facilities in Rugby, focusing on the Town Centre. This includes key community services such as GP and dental surgeries, libraries, and educational facilities. These services whilst meeting community needs also support linked footfall to retail and commercial uses in town centres. The analysis will look at existing provision of these services in the town centres and identifying any 'gaps' in provision. A location plan of existing community service provision identified in the Borough is included in **Appendix 11**.

Local Healthcare Facilities

10.15 GP provision in Rugby Town Centre is clustered in and around the residential areas and the railway station. The largest facility is the Rugby Health and Well-Being Centre, which is a new state of the art facility that opened in 2014. The facility houses two medical practices and a pharmacy. These practices work closely with Warwick Medical School who also make use of the facility. There is also a 'community room' located on site, allowing the facility to cater for a wide range of community needs. It is located on Clifton Road, in between the Town Centre and the railway station. The development forms part of a wider regeneration area on the former Cattle Market site on Railway Terrace.

Table 10.2 **Summary of GP Provision in Rugby**

GP Practice	Location	Size (No. GPs)
Bennifield Surgery	Town Centre	5
Market Quarter Medical Practice, Rugby Health and Wellbeing Centre	Edge of Centre	4
Beech Tree, Rugby Health and Wellbeing Centre	Edge of Centre	3
Clifton Road Surgery	Edge of Centre	6
Whitehall Medical Practice	Edge of Centre	6

Source: NHS Choices

10.16 As with GP surgeries, the provision of dental surgeries in Rugby is concentrated to the north of the town centre in the residential areas and around the train station, in addition to edge of centre locations out to the east of the Town Centre along Clifton Road.

Table 10.3 **Summary of Dentist Provision in Rugby**

Dental Practice	Location
High Street Dental Practice	Town Centre
Mr A Afshary, 34 North Street	Town Centre
Regent Street Dental Practice	Town Centre
One Dental, Albert Street	Town Centre
Rugby Dental Practice	Edge of Centre
Mr F Rahman, Railway Terrace	Edge of Centre
MacCallum, Lewis & Associates, Whitehall Road	Edge of Centre
Mr & Mrs See, Clifton Road	Edge of Centre
Rugby Dental Care, Clifton Road	Edge of Centre

Source: NHS Choices

Libraries and Community Centres

10.17 The Rugby Museum and Library is located in a large and attractive modern facility on the edge of the Town Centre, to the rear of the Asda Superstore. The facility was opened in 2000 following a design competition to create a unique structure and interior for the building.

10.18 Access from the main shopping streets is via smaller secondary streets and through the Asda car park. The museum offers a number of archaeological exhibitions, showcasing roman artefacts found in areas in and around Rugby. The galleries host a number of collections, from fine art to local artists. The facility also runs a number of education programmes for local students and visitors to enhance understanding of the exhibitions. The Rugby Visitor Centre is located within this facility, acting as a point of call for visitors in addition to selling local souvenirs and craft items.

Educational Facilities

10.19 There are a number of education facilities located in and around Rugby Town Centre. These include the Rugby School, an independent co-educational boarding school boarding school. The prestigious Rugby School building is a cluster of buildings that include the main school, a theatre, a quad and chapel. The site boarders the main town centre to the south, separated by Hillmorton Road.

10.20 The Lawrence Sheriff School is located to the east of the Town Centre, occupying a large site opposite the secondary parade of shops, with playing fields to the rear. The school is a boy’s grammar school and has a sixth form attached.

10.21 The Percival Guildhouse Rugby's Independent Centre for Adult Education is located in close proximity to Rugby School, but lies within the Town Centre Boundary. The Centre provides classes in a variety of non-vocational subjects for adult learning.

11.0 ACCOMMODATING NEW RETAIL FLOORSPACE

11.1 The NPPF requires that the need for new retail, leisure and other town centre uses are met in full. Local plans are expected to allocate a range of suitable sites to meet the scale and type of town centre development. When considering new sites to accommodate growth, local planning authorities should apply a sequential approach for development (paragraphs 23 and 24, NPPF).

11.2 In meeting the need for the forecast new retail floorspace (and other town centre uses) in full over the next 3-5 years and over the lifetime of the development plan will clearly depend on the Council identifying suitable and viable sites and redevelopment opportunities in the Borough's main centres that are either available now, or will be available at some point in the next 5, 10 and 15 year periods.

11.3 The Council's key challenge is meeting forecast need for retail floorspace, in particular for comparison goods. Retail floorspace capacity identified in Section 8 assumes that market shares remain constant over the forecast period, including expenditure retained by stores in Rugby Town Centre.

11.4 However, the scope for new retail floorspace in Rugby Town Centre will be dependent on a number of factors, some of which include:

- Investment at competing locations
- The reliability of long-term expenditure forecasts and floorspace efficiency/ productivity growth
- The impact of online shopping and other special forms of trading on the demand for physical stores
- The potential to reoccupy vacant retail floorspace in Rugby Town Centre
- Availability of sites to accommodate new retail development

11.5 In our experience, capacity forecasts beyond a five year time period should be interpreted with caution as they are subject to increasing margins of error. This is particularly the case for demographic and economic indicators (e.g. population projections, expenditure growth, 'productivity' growth, changes to SFT, etc) where long-term forecasts are subject to change.

11.6 For example, if the growth in Internet and multi-channel shopping is stronger than current forecasts suggest, then this could reduce the future demand and capacity for new 'physical' space over the long term. The Council should take into account these margins for error when assessing the need for new retail floorspace, particularly post 2025. As such, SFT growth and other economic indicators should be subject to review.

11.7 It should also be noted that demand for new retail accommodation for Rugby Town Centre is likely to be satisfied by new comparison floorspace at Junction One and Elliott's Field retail parks. Therefore, the delivery of new retail floorspace in the town centre is more likely to be achieved in the longer term. At the same time, it is expected that the increase in retail offer at these locations and opening of key high street retailers at Elliott's Field retail park will reduce retail expenditure retention/ market share Rugby Town Centre. This in turn will impact on forecast capacity for new retail floorspace. Similarly, new retail proposals at competing centres, such as Coventry City may also impact on shopping patterns in the study area.

11.8 It is advised that a new household survey is completed as part of any future update on retail capacity. This will establish the impact of new development at Junction One and Elliott's Field retail park on shopping patterns for the Study Area and on expenditure retention for Rugby Town Centre and the Borough as a whole.

11.9 Taking account of the above, we advise the Council that although this updated study provides the robust evidence base required to help inform plan-making, site allocations and the determination of planning applications at the local level, the forecasts should be constantly monitored and updated to take into account any significant new retail development and changes in the retail expenditure and population growth forecasts over time, as well as any potential impacts arising from other key trends in the retail (such as, for example, the growth in internet shopping), and changes to shopping patterns associated with competing centres.

REOCCUPATION OF VACANT FLOORSPACE

11.10 There is potential for some forecast retail floorspace capacity to be accommodated within vacant retail units in the town centre; particularly within primary retail areas (e.g. Clock Towers and Swan Centre) and where there is potential to consolidate adjoining vacant units to create larger retail floorplates.

11.11 For example, vacant units identified in Clock Towers Shopping Centre and the Swan Centre comprises a floor area of 1,036m^2 net sales[36]. This could support the majority of identified forecast comparison retail floorspace capacity for the town centre in the short term (i.e. 1,508m^2 net sales in 2020).

POTENTIAL SITES FOR DEVELOPMENT

11.12 The 2008 Retail Study reviewed sites in Rugby Town Centre to assess their potential accommodate new retail development. A survey of the town centre and discussions with the Council as part of this study identified no additional sites for potential development. A number of the sites identified in the 2008 Retail Study have been developed and are not included in the assessment (e.g. Chapel Street and Gas Street car park). The remaining sites are set out below and have been reviewed in terms of their suitability to accommodate development:

[36] Based on a gross floor area of 1,480m^2 identified from a survey of vacant units at Clock Towers and the Swan Centre in April 2015.

Table 11.1 **Review of Potential Sites for Development**

Site Name	2009 Retail Study Assessment	Current status
1. Evreux Way	Identified as the Crown House and Bingo Club site. Potential extension of the PSA. Viability and land assembly issues identified.	Extant planning permission for retail and leisure uses. However, the scheme's delivery is uncertain.
2. Corporation Street	Segregated from the PSA. Requires substantial measures to integrate with the town centre.	Given the closure of the Morrisons store, potential opportunities for retail and leisure development should be explored, alongside measures to promote better links to the PSA.
3. Rugby Borough Council and Town Hall	Provides good potential to for a mix of uses and support an extension of the PSA. Redevelopment opportunities need to take account of how to accommodate/ relocate existing civic offices.	Remains a potential opportunity site for new town centre uses (in particular retail and leisure), while incorporating civic office provision. Development of the site for retail and leisure uses has the potential to encourage footfall and investment to this part of the town centre, in particular North Street.
4. North Street Car Park and Regent Place Park	Town centre site is allocated for development in Core Strategy. Identified as a key opportunity site for mixed use redevelopment, including for retail and leisure floorspace. Potential to stimulate enhancement/ redevelopment of adjoining sites. Potential to extend the site within the PSA. Good access to public transport links	The Council is no longer promoting the site for development due to a lack of market interest and land ownership issues. However, the site has the potential to support development on the car park area, which is in the Council's ownership. The site should be treated as a long term development option.
5. Little Church Street	Town centre site and benefits from good links to the PSA. Development constraints identified relating to conservation and tree protection.	An application was submitted for a care home and associated facilities on the site. We understand that the Council has resolved to grant permission subject to agreeing Section 106 requirements. On this basis the site is not available to accommodate new retail and leisure floorspace.
6. Castle Street Car Park	Town centre site owned by Rugby Borough Council. The site is surrounded by existing commercial uses. Available for development in the short term subject to land ownership and viability. Considered in the 2008 Retail	Remains a potential development site. No development has come forward to date. While we acknowledge that the site disconnected to the main shopping streets, it is located in the PSA. It has the potential to support a mixed use scheme focused on retail

	Study to be in a slightly peripheral area that is not well connected to the main shopping streets.	and leisure uses.
7. Clifton Road/ Railway Terrace	Located within the PSA but is more characteristic of a secondary shopping area and comprises "low grade uses and activities". The area is considered peripheral to the main shopping streets. Constraints identified relating to acquisition and viability.	The area, in particular Clifton Terrace, supports a good mix of uses and is anchored by a number of key local stores, including Sainsbury's Local. There may be potential in the future to redevelop part of Railway Terrace. However, given that the area is relatively disconnected from the town centre, market interest from retailers and commercial leisure operators is likely to be limited. Furthermore, the area is likely to comprise properties in multiple ownerships, which will impact on delivery potential.
8. Albert Street	Identified as a town centre site that sits outside of the PSA. The site comprises a mix of office and commercial uses. Development potential is described as low to medium and would require suitable means to attract pedestrians to the area (e.g. outdoor space for events). This could support small scale retail and leisure (food and beverage) uses. Redevelopment of the site is likely to be constrained by active uses; in particular associated with existing office tenancies, and land assembly issues	The same development constraints apply. The area appears to function successfully as a commercial/ office quarter for the town centre. The Council has resolved to grant planning permission for a residential scheme on the site subject to agreeing Section 106 requirements. However, we understand that there are deliverability issues with the scheme. Potential retail and leisure development will be limited to small scale provision for the same reasons highlighted in the 2009 site assessment. However, it could form part of a future residential scheme.

11.13 As the table shows, the majority of sites in the PSA are either subject to redevelopment for alternative uses (e.g. residential) or are constrained. While the North Street/ Regent Street car park site represents the most suitable site for development it is subject to site ownership constraints.

11.14 As highlighted before, the Evreux site benefits from extant permission for a cinema-led leisure scheme. However, the new owner of Clock Towers Shopping Centre, Seven Capital, has yet to confirm whether they intend to implement the permission. Otherwise, the site could accommodate a considerable level of comparison goods retail floorspace.

11.15 The Castle Street car park site also offers the potential to support new retail development within the PSA.

11.16 If appropriate sites and redevelopment opportunities in the PSA are not likely to come forward over the development plan period, then consideration should be given by the Council to edge of centre sites that are well connected to the primary shopping areas and are capable of reinforcing the pedestrian retail circuit and generating linked trip expenditure to the benefit of Rugby Town Centre's overall vitality and viability. These include sites identified as Rugby Council and Town Hall and Corporation Street. Both sites are located edge of centre, but offer the potential to accommodate new retail floorspace – subject to improved pedestrian links to the PSA.

SUMMARY

11.17 It is likely that the scope for new retail floorspace in Rugby Borough will alter as planned retail development at competing shopping locations within and outside the Borough come forward. Development at Elliott's Field Retail Park and Junction One Retail Park is likely to impact on the type of retail operator seeking to locate in Rugby Town Centre as well as alter shopping patterns in the Borough.

11.18 Forecasts relating to retail expenditure, productivity growth, and SFT are also subject to change and will impact on capacity for new retail floorspace. Therefore, long term forecasts should be monitored and should be subject to review.

11.19 The availability of suitable sites to accommodate forecast retail floorspace for Rugby Town Centre is a key issue for the Council. In the first instance, consideration should be given to the potential to utilise vacant floorspace in the primary frontage (e.g. Clock Towers and Swan Centre), which could accommodate the majority of forecast comparison goods capacity for the town centre identified in the short term.

11.20 A review of potential development sites has not identified any additional sites beyond what was identified in the previous retail study. Many of the sites assessed in the 2008 Retail Study have either been developed, are subject to planning applications for residential uses, or are constrained. Consideration should be given to measures to to enable the development of town centre sites, such as the use of Compulsory Purchase Orders. Should sites in the Primary Shopping Area fail to come forward for development, the Council may wish to consider edge of centre sites that are well connected to the PSA. Sites that present the most obvious opportunity to support new retail and leisure development include the Rugby Town Hall and Council, Castle Street car park, and Corporation Street. The Council may also wish to consider the potential to support retail and leisure development on the North Street/ Regent Street car park in the longer term.

12.0 SHOPPING FRONTAGE & RETAIL IMPACT THRESHOLD RECOMMENDATIONS

12.1 This section reviews the Council's policy on the existing defined primary shopping area (PSA) and wider town centre for Rugby. Recommendations are provided on the most appropriate definition of the PSA and the introduction of primary shopping frontages (PSFs) and secondary shopping frontages (SSFs) to ensure the vitality and viability of the town centre. In addition, recommendations are provided on an appropriate floorspace threshold for the requirement of retail impact assessments (RIAs) in respect of retail proposals.

PRIMARY SHOPPING AREA AND SHOPPING FRONTAGES

12.2 The current designation of the PSA identified in the 2011 Core Strategy Proposals Map (see Section 5 to this report) covers the traditional shopping areas of High Street, Market Place, North Street, Sheep Street, Church Street, and the Clock Towers Shopping Centre. The current PSA boundary also includes areas that offer a broader mix of service uses (e.g. Albert Street, Regent Street, Castle Street, Bank Street, Henry Street) and peripheral shopping areas (e.g. Clifton Road, Gas Street, and Railway Terrace).

12.3 Policy CS7 of the Core Strategy supports proposals for development, redevelopment or change of use within the Primary Shopping Area where it is for retail use (use class A1). Complementary uses will be considered within the PSA subject to the following criteria:

- *"will not harm its retail function and character.*
- *will not impact on the vitality and viability of the wider town centre; and*
- *the dominance of A1 retail uses is not compromised*"

12.4 Primary shopping frontages (PSFs) and secondary shopping frontages (SSFs) are not identified within policy. The need to identify primary and secondary frontages is a priority to ensure the protection of key shopping areas within the town centre; particularly in ensuring that a critical mass of retail (A1 use) is maintained within primary shopping frontages. This is achieved by identifying thresholds for retail (A1) and non-retail uses.

12.5 It is apparent from both the Council's most recent survey of the town centre (December 2014), and our audits carried out as part of the town centre health check (see Section 5) that the proportion of Class A1 uses vary across shopping frontages within the PSA. It is clear that certain streets are no longer serving a predominantly retail function. This includes lower High Street, which has lost key retail anchors and has attracted a concentration of non-A1 uses. This fall in Class A1 uses reflects national trends and we therefore believe a more flexible and pragmatic policy approach to the definition of primary and secondary shopping frontages is required.

Primary Shopping Frontage

12.6 The NPPF describes primary frontages as "likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods" (Annex 2, Glossary). As such, the defined PSF for Rugby should focus on the core areas of the town centre that primarily serve a retail function.

12.7 Taking account of the Council's surveys, our own audits of the town centre and the NPPF definition, in our judgement the following primary shopping frontages should be adopted:

- **Clock Towers Shopping Centre.** We estimate that 72% of units within the centre are in A1 use; increasing to 91% if counting vacant units as A1.
- **The western side of Market Place (nos. 9 to 15)**. We estimate that 71% of units on this frontage are in A1 use (or 86% when including vacant units).
- **The western side of High Street (35 to 42)**. We estimate that 67% of units on this frontage are in A1 use (or 83% when including vacant units).
- **The north-eastern side of High Street (nos. 1 to 10) and south-eastern section of Market Place**. We estimate that 69% of units on this frontage are in A1 use (or 77% when including vacant units).
- The north-eastern side of Market Place (nos. 2 to 4) and the Royal George Buildings and part of Church Street (Nos. 69 and 70). We estimate that 50% of units on this frontage are in A1 use (or 75% when including vacant units).

12.8 Consideration should also be given to including frontage directly adjacent to the entrance to Clock Towers on **Market Place (Nos. 16 to 25)**. While the proportion of units in A1 use (33%) is below that for other primary frontages, this prominent frontage should be protected to encourage shoppers to High Street and Clock Towers Shopping Centre. Similarly, we advise that units either side of the Clock Towers entrance of included within the PSF.

12.9 It should be noted that we have included all units in Clock Towers Shopping Centre within the defined PSF, even though this managed shopping centre is clearly the main focus for major national multiples and Class A1 retailers in the town centre. This is to ensure that new investment is directed to the centre as a priority. However, policy should allow some flexibility in the management and letting of space in the shopping centre to prospective tenants where there is no detriment to the overall retail function of the centre.

12.10 The plan attached to **Appendix 12** of this study shows our recommended PSFs.

12.11 In our judgement, based on the evidence, we advise that the PSF threshold should be reduced to allow no more than 40% of units to be occupied by non-A1 uses. The threshold for non-A1 uses is lower than that identified in the Core Strategy (50%). However, we consider there is greater urgency in protecting retail uses within core shopping streets. As our audit of uses shows, the proportion of units in retail use is particularly strong along some the recommended PSF and are key to sustaining the retail function of the PSA as a whole.

12.12 The Council may also want to consider including wording in any policy to prevent more than three contiguous frontages being non-Class A1 uses and retaining shop frontage appearances.

Secondary Shopping Frontage

12.13 In terms of the definition of SSFs, other shopping streets within the PSA that not identified as PSF should be defined as SSF. Here the proportion of units in A1 use is typically below 60% and offer a broader mix of non-retail uses such as personal services (e.g. beauty salons), financial and business services (e.g. banks, property agents, etc.) and food and beverage offer (e.g. cafés, restaurants, cafes, etc.). This reflects the NPPF's definition of secondary frontages which are described as providing "greater opportunities for a diversity of uses such as restaurants, cinemas and businesses" (Annex 2: Glossary).

12.14 The recommended SSFs include lower High Street (Nos. 10 to 34) and Sheep Street (Nos. 13 to 28). While these areas once served as key shopping streets uses, today they mainly accommodate A3 and A4 uses.

12.15 The plan attached to **Appendix 12** also shows our definition of other key secondary shopping frontages in the town centre that we believe make an important contribution to the overall vitality and viability of the centre as a whole. These frontages provide greater opportunities for a diversity of uses, including restaurants, other town centre uses and other businesses in accordance with the NPPF. Although we do not recommend the use of a threshold as for PSFs, we consider that a more flexible policy is needed to enable the local planning authority to determine applications for a change of use on a case by case basis after assessing the proposal in the context of the existing uses on that part of the street and across the rest of the town centre. Policy should also prevent the concentration or coalescence of certain uses that would harm the overall character, vitality and viability of the town centre.

12.16 For SSF policy we recommend that thresholds are not applied. Instead we recommend criteria based policy is applied. This reflects current and future market trends, and to allow the Council to consider applications on their own merits on a case-by-case basis. For example, the policy could state that proposals for shops, financial and professional services, food premises, leisure facilities and night clubs (Use Class A1-A5, D1 and D2) will be permitted within the defined town centre secondary frontage areas, subject to the satisfaction of a range of criteria, including:

- The proposal does no individually or cumulatively undermine the vitality or viability of the town centre; and
- The proposal is consistent with the scale and function of the town centre; and
- Consideration is given to ensuring that proposals do no eliminate separate access arrangements to the upper floorspace, which could be used for residential, community or employment uses.

Primary Shopping Area

12.17 In accordance with the NPPF and NPPG the Council will have also reviewed the town's Primary Shopping Area (PSA). This is defined as the area where retail uses and development are concentrated, and generally comprises PSFs and those SSFs that are adjoining and closely related to the PSF. This reflects the NPPF's definition of the PSA, which is defined as the "*area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage)"* (Annex 2: Glossary).

12.18 We advise that the PSA should include all the defined PSFs and should be extended to include the two development sites at Evreux Way and North Street, as identified by the Plan in Appendix 12. This will ensure that new development is promoted to Rugby Town Centre as a priority. In addition, we recommend that Clifton Road is excluded from the PSA on the basis that the existing parade of retail and commercial units appears to be functioning independently from the rest of the town centre. There could be scope in the future to identify this area as a local centre given that it supports a good mix of retail and service uses that cater to the local community and community facilities (e.g. nearby schools). Another key benefit of defining the PSA for Rugby Town Centre is that provides the Council with some control over Permitted Development Rights for the change of use of existing A1/A2 retail units (under 150 m^2 gross internal area) to residential use (C3). As part of the Prior Approval process, proposals are assessed against the potential impact of the loss of the A1/A2 use on the economic health of the town centre (alongside other considerations relating flood risk, transport/parking and contamination). Exemptions to PDR include listed building and properties within article 1(5) land, which includes conservation areas. It should be noted that the defined conservation area for Rugby Town Centre covers the majority of the PSA.

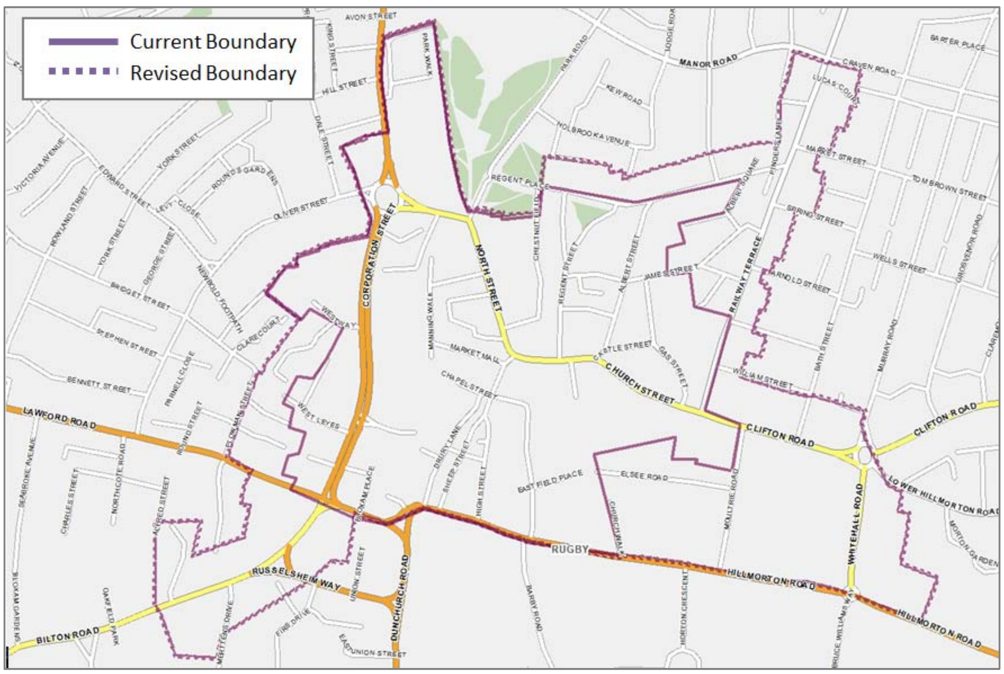
12.19 It should be noted that we have identified SSFs areas outside of the defined PSA. These areas include parades of retail and commercial uses at Clifton Buildings, north of Regent Street (nos. 26-48), north of North Street (nos. 24-31), and south of Church Street (nos. 46-56 & 20-43), and Castle Street. These areas, whilst not considered core shopping areas; nonetheless provide important services for their local area.

Town Centre Boundary

12.20 In preparation of the new Local Plan the Council are revising the existing town centre boundary defined in the adopted Core Strategy Proposal Map.

12.21 As Figure 12.1 shows, the Council has identified the potential to exclude areas of the town centre that support limited commercial activity. This includes areas around Bilton Road, Plowman Street and Railway Terrace. It is also proposed that the centre boundary is contracted to the west of the town centre to exclude the majority of Railway Terrance and the areas east of Elsee Road.

Figure 12-1 **Rugby Town Centre Boundary**



12.22 A review of the areas for exclusion confirms that they largely comprise residential communities. The area of Railway Terrace identified in the revised town centre boundary is also predominantly residential, but contains a number of commercial uses including retail warehouse/ bulky goods and light industrial uses. However, these uses are typically located outside of town centre boundaries.

12.23 We consider that the proposed revision to the town centre boundary is appropriate and ensures that the future development of town centre uses is focused in closer proximity to existing commercial uses.

12.24 It should be noted that the recommendations on the town centre boundary and shopping area/ frontages are based on the current health of Rugby Town Centre and the mix of uses within the defined frontages. Therefore, we recommend that the PSA, and shopping frontages are subject to revision to take account of any impact from planned retail development at Elliott's Field and Junction One retail parks, as well any future development in Rugby Town Centre. These schemes may influence the distribution of retail and leisure in the centre and the performance of certain shopping frontages. As a consequence, the Council may seek to revise frontage and PSA boundaries to respond to changes in market demand for retail and other town centre uses.

IMPACT ASSESSMENT: LOCAL FLOORSPSPACE THRESHOLD

12.25 Finally, we have reviewed whether there is a policy requirement for the local planning authority to set a local (floorspace-based) impact threshold, rather than use the default of 2,500m^2 gross identified by the NPPF (paragraph 26). This is important as it will determine whether applicants should carry out an impact assessment for new retail, leisure and office development outside of town centres that are not in accordance with an up-to-date Local Plan.

12.26 The *National Planning Practice Guidance* (NPPG) published in March 2014 provides advice in setting a locally appropriate threshold and states that it will be important to consider the:

- scale of proposals relative to town centres;
- the existing viability and vitality of town centres;
- cumulative effects of recent developments;
- whether local town centres are vulnerable;
- likely effects of development on any town centre strategy; and
- impact on any other planned investment.

12.27 The quantitative and qualitative research evidence shows that Rugby Town Centre is potentially vulnerable to increasing competition from out-of-centre retailing and the growth of internet shopping. In particular, the current redevelopment of Elliott's Field Retail Park has secured a number of key high street retail brands. It has also led to the relocation of anchor retailers from Rugby Town Centre.

12.28 In terms of the scale of new commitments in the Borough, the planning pipeline evidence shows that they range from smaller retail units of circa 418m^2 gross (convenience retail provision at Gateway SUE), up to substantially larger stores and schemes of over 1,500m^2 net (including, for example, the planned new foodstores at Rugby Radio Station SUE and Gateway SUE, and the new comparison goods floorspace at Elliott's Field, Junction One and other out of centre locations).

12.29 Our assessment of retail trends has also highlighted the fact that modern retailers selling a range of comparison goods (including fashion, homestore and 'bulky' goods retailers) have requirements for larger format shop units with a minimum floorspace of between 500m^2 and 1,000m^2 gross. This scale of floorspace provides operators with the necessary minimum 'critical mass' of sales needed to display their full range of goods in-store and attract customers from a wider catchment area, particularly where they are co-located alongside similar stores in town centre and out-of-centre locations.

In general terms larger format non-food stores of over 500m^2 gross are also unlikely to trade as a purely local facility[37].

12.30 The assessment of current trends in the food/grocery sector has also highlighted the dynamic growth in smaller convenience stores operated by the major grocers (i.e. Sainsbury's Local, Tesco Express, Little Waitrose, etc.). Although sizes vary from location-to-location, the main grocers are generally seeking new convenience stores with an average gross floorspace of circa 500m^2. In circumstances where these smaller stores are proposed on the edge or outside of smaller local and village centres, they could have a significant adverse impact on their trading performance, and overall vitality and viability. This will particularly be the case where the existing centres are dependent on convenience ('top-up') shopping to help anchor to their retail offer and generate footfall and linked trips/expenditure to the benefit of other shops, services and facilities.

12.31 We therefore conclude in this case that it is reasonable for applicants proposing developments for new comparison and convenience goods retailing of 500m^2 gross and above to demonstrate that they will not have a significant adverse impact on Rugby Town Centre, either on their own or cumulatively with other commitments in the area, in accordance with the NPPF.

12.32 In our judgement this is a reasonable impact threshold as it will provide the local planning authority with sufficient flexibility to assess the merits and implications of edge and out-of-centre foodstore applications that could potentially have significant implications for the viability and delivery of new or extended floorspace in these existing centres. We also advise that this threshold should be applied, where relevant, to change of use applications and applications seeking variations of conditions.

12.33 We also consider that a 500m^2 impact threshold is reasonable in this case based on our experience of advising other local planning authorities, and also drawing on the minimum impact thresholds identified in recently adopted local plans (including, for example, Richmondshire District Council, Rother District Council, Rotherham Metropolitan Council, Stafford Borough Council, Warrington Borough Council and Norwich City Council).

12.34 Notwithstanding the use of a lower locally set impact threshold, it is important that the scope of any Retail Impact Assessment (RIA) in support of planning applications is discussed and agreed between the applicants and the Council at an early stage in the pre-application process. The level of detail included within a RIA should be proportionate to the scale and type of retail floorspace proposed, and should be agreed between the Council and applicant on a case-by-case basis.

37 According to the Sunday Trading laws a 'large shop' is defined as being over 280m^2 gross. This provides a broad indication at the national level as to what constitutes a 'large shop' capable of generating a reasonable amount of trade (and, therefore, the potential to result in an impact on shopping patterns).

12.35 In considering the impact associated with other town centre uses (e.g. office and leisure uses) we recommend that the 500m^2 is also applied new proposals at edge and out of centre locations. This will ensure that proposals for standalone schemes or extensions to existing developments are required to demonstrate that there will be no significant adverse impact on the vitality and viability of Rugby Town Centre.

13.0 SUMMARY AND CONCLUSIONS

13.1 This final section summarises the study's key findings and sets out high level advice on how the local planning authority can effectively plan for, manage and promote the vitality and viability Rugby Town Centre and the Borough's existing and proposed network of smaller centres over the development plan period (up to 2030) in accordance with the main requirements of the NPPF (paragraph 23).

13.2 Our advice is based on the updated assessment of the quantitative and qualitative need for new retail (comparison and convenience goods) and commercial leisure floorspace in Rugby Town Centre over the development plan period, up to 2030. Consideration has also been given to capacity for new retail floorspace for smaller centres and housing growth areas.

13.3 The need assessment draws on a robust evidence base and new research, including a health check of Rugby Town Centre; a telephone interview survey of some 1,300 residents in Rugby Borough and a wider Study Area; and a high level consultation with key stakeholders and businesses in the Borough (to be completed), as well as neighbouring authorities.

13.4 The study has been prepared in the context of current and emerging national and development plan policy guidance, as well as other key material considerations; principally the *National Planning Policy Framework* (NPPF) and the *National Planning Practice Guidance* (NPPG), which place weight on the development of positive plan-led visions and strategies for town centres.

SHOPPING PATTERNS & MARKET SHARE ANALYSIS

13.5 The Study Area and nine study zones defined for the purpose of this study (Appendix 1) provide the necessary robust framework for the telephone interview survey of some 1,300 households conducted by NEMS Market Research (Appendices 2 and 3).

13.6 This survey has helped to establish current shopping and leisure patterns across the Borough and wider Study Area for different types of convenience and comparison goods purchases, including special forms of trading (Appendices 4 and 5).

RETAIL CAPACITY FORECASTS

13.7 **Section 8** assessed the Borough-wide capacity for new (convenience and comparison goods) retail floorspace in the Study Area over the development plan period. The '*baseline*' capacity assessment is underpinned by robust evidence and forecasts discussed in Sections 3 and 7.

13.8 Based on the key baseline assumptions that the retail market is in '*equilibrium*' at the base year (2015) and that market shares remain constant over the study period, the assessment identifies no Borough-wide capacity for new retail (convenience and comparison goods) floorspace over the plan period, up to 2030. This is due to the level of planned retail floorspace in the Borough. For convenience, this includes planned convenience goods floorspace that will form part of the Sustainable Urban Extensions (SUEs) at the Rugby Radio Station and Gateway sites. For comparison goods, the considerable quantum of planned floorspace at out of centre sites (including Elliott's Park, Junction One and Technology Drive) absorbs all net residual comparison expenditure over the forecast period.

13.9 The Borough-wide capacity forecasts have then been disaggregated for Rugby Town Centre, the combined village centres and all other shopping locations in the Borough (principally the out-of-centre stores and retail warehouses) to help identify and inform the likely future strategic allocation of new retail floorspace over the development plan period. The results are summarised in the table below.

Table 13.1 **Summary of Forecast Convenience and Comparison Floorspace Capacity (m^2 net): Assuming 'Equilibrium' at 2015 & Constant Market Shares**

	2020	2025	2030
CONVENIENCE FLOORSPACE			
Rugby Town Centre (m^2 net) :	266	515	732
Local/ Village Centres (m^2 net) :	234	442	629
Rest of Borough (m^2 net) :	-2,889	-2,081	-1,369
TOTAL BOROUGH (m^2 net) :	-2,389	-1,124	-8
COMPARISON FLOORSPACE			
Rugby Town Centre (m^2 net) :	1,508	4,562	7,850
Local/ Village Centres (m^2 net) :	42	114	192
Rest of Borough (m^2 net) :	-16,687	-15,337	-13,883
TOTAL BOROUGH (m^2 net) :	-15,137	-10,661	-5,841

Source: Tables 12-14, Appendix 7

Notes: Convenience capacity is based on foodstore format floorspace.
Assumes that the former Morrisons turnover is redistributed to existing stores

13.10 The table shows that Rugby Town Centre has forecast capacity for up to 7,850m^2 net of new comparison goods floorspace by 2030. However, if an allowance is made for current vacant prime retail floorspace in the town centre (e.g. Clock Towers Shopping Centre) the total forecast comparison capacity would reduce.

13.11 As the table shows, Rugby Town Centre has more limited capacity for new convenience goods retailing with up to 732m^2 net identified by 2030. However, if including the turnover of the former Morrison's store as additional residual convenience expenditure this increases forecast convenience floorspace to 1,059m^2 net over the forecast period. In general terms the forecast capacity reflects the relative scale and attraction of the town centre's retail offer, which competes with a greater foodstore offer at out of centre sites.

13.12 The smaller centres in the Borough achieve a combined forecast capacity of up to 629m^2 for convenience floorspace and 192m^2 for comparison floorspace by 2030. This could support new retail provision in smaller centres that are likely to experience increased pressure for local services from planning housing growth. For example, proposals for a new foodstore in Bilton would help respond to demand for local convenience offer from planned housing at Bilton Grange and nearby Cawston.

13.13 The table also shows that there is no residual capacity within the rest of Borough's other shopping locations after taking account of planned out of centre floorspace; particularly associated with the redevelopment of Elliott's Field Retail Park and the extension of Junction One Retail Park.

13.14 It is important to restate that retail capacity forecasts beyond 5 years should be treated with caution, as they are based on various layers of assumptions and forecasts with regard to the trading performance of existing centres and stores, the growth in population and retail spending levels, etc. For example, if the growth in Internet and multi-channel shopping is stronger than current Experian forecasts suggest, then this could reduce the future demand and capacity for new 'physical' space over the long term.

13.15 The leisure needs ('gap') assessment has also identified the potential to support new food and beverage outlets (A3 to A5) and fitness/ health facilities. The potential to deliver new commercial leisure facilities is largely market driven. However, priority should be given to promoting food and beverage provision in Rugby Town Centre to encourage longer dwell times by shoppers and other town centre users and create a more attractive destination for visitors.

RUGBY TOWN CENTRE VITALITY AND VIABILITY

13.16 Rugby serves as the Borough's principle shopping and administrative centre with 393 retail, leisure and service outlets. The centre's main retail offer is anchored by Clock Towers shopping centre and is also focussed on the High Street and Market Place. Other important shopping areas include Sheep Street and North Street.

13.17 The following provides a brief summary of Rugby Town Centre's overall vitality and viability based on a number of the key retail performance indicators (KPIs) assessed in Section 5 of the report:

- The representation of retail multiples and comparison retail offer is largely in line with UK average for town centres.
- There is an over-provision of charity shops in the town centre with concentrations on High Street and Sheep Street.

- Convenience retail provison has increased since 2007 due to the opening of Asda Superstore on Chapel Street. However, the store faces competition with foodstores at out of centre locations, including Tesco at Junction One Retail Park and Sainsbury's at Dunchurch Road.
- The number of vacant outlets in the town centre has increased from 35 in 2007 to 45 at present. The vacancy rate (11.5%) is on par with the (Experian Goad) national average figure of 11.4%. The greatest concentration of vacant units is located within Clock Towers Shopping Centre and on High Street.
- Clock Towers represents a key economic asset for the town centre although is now under-utilised with a high proportion of vacancies. This trend will continue without investment in the wider town centre and the likely draw of shoppers to new retail offer planned at Elliott's Field Retail Park.
- The latest retail requirements for the town centre show limited demand from operators seeking town centre space.
- There is evidence that Prime Zone A rents in the town centre have risen in recent years but still remain below the average for the West Midlands.
- Respondents to the household survey highlighted what improvements to the centre would make them visit more often. The most popular suggested improvements included the need for more / or better choice of clothing and footwear retail, more/ better quality boutiques and designer shops; and better access to the town centre by road. Car parking was also identified as a key improvement needed for the town centre.
- The household survey also indicated that the majority of respondents are likely to visit planned new retail offer at Elliott's Field Retail Park more often than the centre they normally visit. Of the proportion that stated their intention to visit the retail park more often, the majority answered that they would likely 'never' link their trip with Rugby Town Centre.

13.18 The market share analysis (including SFT) shows that Rugby Town Centre retains a fifth (20.1%) of comparison retail expenditure in the Study Area, increasing to over a quarter (26.5%) of expenditure in the Borough area. The town centre retains a limited market share of convenience expenditure for the Study Area (8%) and Borough area (12.1%).

13.19 As described above, there is forecast capacity for 732m^2 net of new convenience goods by 2030 (or 1,0559m^2 net when including market share turnover of the Morrisons store) and 7,850m^2 net of new comparison goods retailing. However, capacity for comparison floorspace will reduce when taking account of the potential to reoccupy vacant prime retail floorspace in the town centre (e.g. Clock Towers and Swan Centre). In accordance with local and national planning policy it is important that new retail and leisure development is focused in Rugby Town Centre first to help maintain and strengthen its role in the network and hierarchy of centres. In this case we consider that forecast capacity could be met by existing retail floorspace (at prime retail locations) and potential development sites in the town centre including Corporation Street, Rugby Borough Council and Town Hall, and smaller sites identified in Table 11.1 (Section 11). However, the potential to support new retail development on potential development sites would need to be subject to more detailed assessments of market demand and commercial viability.

13.20 In promoting new leisure in the town centre, plans to redevelop the Evreux Way site for a cinema and ancillary food and beverage outlets will help to strengthen the town's role and attraction as a leisure destination and boost both its daytime and evening economies. The planned scheme has the potential to accommodate some of the identified need for new, higher quality restaurants and cafés. This scheme could also help to generate increased linked trips, footfall and expenditure to the benefit of the town's overall vitality and viability. However, it has yet to be confirmed whether the Evreux Way scheme will be implemented.

13.21 Overall, Rugby is currently a vital and viable town centre. However, the centre's health is at best described as fragile. The quality of retail offer in the town centre has diminished due a lack of investment in the town centre and the relocation of key retailers to Elliott's Field Retail Park and the strength of retail and leisure offer at competing centres (e.g. Coventry City Centre) raises serious concern about the future viability of the centre. Without key quality retailers anchoring the town centre this in turn will result in the closure or relocation of other existing retailers. It will also have a knock on effect on other businesses from the loss of shopper footfall. This will only serve to encourage shoppers to out of centre retail parks in the Borough or competing centres, such as Coventry. Development of the opportunity sites, in particular the Evreux Way site for retail and leisure, and reversing the trend for out of centre development is critical for Rugby.

POLICY RECOMMENDATIONS

13.22 To help ensure the vitality of Rugby Town Centre we have also reviewed the current town centre boundary, primary shopping area (PSA) and recommendations for primary shopping frontages (PSFs) and secondary shopping frontages (SSFs) within. In summary, we recommend that the PSA is extended to include Evreux Way to ensure the site is prioritised for the development. There is also potential to include the North Street car park site given its proximity to the PSA and the site's potential for development (in part of as a whole) in the long term. The PSF should focus on key shopping streets and areas including all units within Clock Towers Shopping Centre, frontages on Market Street and frontages along the northern end of High Street. SSFs should include all other frontages within the PSA.

13.23 It is recommended that supporting policy for PSFs should apply a threshold that requires a minimum of 60% total units within a defined PSF is in A1 use. This threshold still allows for flexibility for other non-retail uses while maintaining the critical mass of retail to attract shoppers. Policy could also restrict the number of consecutive units in non-A1 uses to ensure an even mix of A1 and non-A1 uses across a defined frontage. For secondary areas, the Council may wish to consider proposals against a range of criterial that ensure the town's wider retail function is protected but allowing for flexibility where non-retail uses are appropriate.

13.24 Furthermore, we identify the potential to contract the existing town centre boundary defined in the adopted Core Strategy 2011. This includes excluding areas that have limited commercial activity or support commercial uses that have little relationship to the town centre.

13.25 It is recommend that the PSA, and shopping frontages are subject to revision to take account of any impact from planned retail development at Elliott's Field and Junction One retail parks, as well any future development in Rugby Town Centre.

13.26 In assessing future retail proposals, it is recommended that the Council require proposals of 500m^2 (gross) and more to demonstrate that the scheme will not impact on the vitality and viability of Rugby Town Centre. These schemes may influence the distribution of retail and leisure in the centre and the performance of certain shopping frontages. As a consequence, the Council may seek to revise frontage and PSA boundaries to respond to changes in market demand for retail and other town centre uses.

14.0 GLOSSARY & ABBREVIATIONS

CITY CENTRES:	The highest level of centre identified in development plans. In terms of hierarchies, they will often be a regional centre and will serve a wide catchment. The centre may be very large, embracing a wide range of activities and may be distinguished by areas which may perform different main functions.
TOWN CENTRES:	Town centres will usually be the second level of centres after city centres and, in many cases, they will be the principal centre or centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability.
DISTRICT CENTRES:	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.
LOCAL CENTRES:	Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette.
TOWN CENTRE USES:	Main town centre uses are retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, cultural and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
TOWN CENTRE BOUNDARY:	Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area. The extent of the town centre should be defined on a proposals map.
PRIMARY SHOPPING AREA (PSA)	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage). The extent of the primary shopping area should be defined on the proposals map. Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the primary shopping area, therefore the town centre may not extend beyond the primary shopping area.
PRIMARY & SECONDARY FRONTAGES	Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses, such as restaurants, cinemas and businesses.
EDGE-OF-CENTRE	For retail purposes, a location that is well connected up to 300 metres from the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances.

OUT-OF-CENTRE	A location which is not in or on the edge of a centre but not necessarily outside the urban area.
OUT-OF-TOWN	A location out of centre that is outside the existing urban area.
CONVENIENCE SHOPPING	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
SUPERMARKETS	Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.
SUPERSTORES	Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.
COMPARISON SHOPPING	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
RETAIL WAREHOUSES	Large stores specialising in the sale of household goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers.
RETAIL PARKS	An agglomeration of at least 3 retail warehouses.
WAREHOUSE CLUBS	Large businesses specialising in volume sales of reduced priced goods. The operator may limit access to businesses, organisations or classes of individual.
FACTORY OUTLET CENTRES	Groups of shops specialising in selling seconds and end-of-line goods at discounted prices.
REGIONAL & SUB-REGIONAL SHOPPING CENTRES	Out-of-centre shopping centres which are generally over shopping centres 50,000 square metres gross retail area, typically comprising a wide variety of comparison goods stores.
LEISURE PARKS	Leisure parks often feature a mix of leisure facilities, such as a multi-screen cinema, indoor bowling centres, night club, restaurants, bars and fast-food outlets, with car parking.
CONVENIENCE GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP categories: Food and non-alcoholic beverages, Tobacco, Alcoholic beverages (off-trade), Newspapers and periodicals, Non-durable household goods.
COMPARISON GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP Categories: Clothing materials & garments, Shoes & other footwear, Materials for maintenance & repair of dwellings, Furniture & furnishings; carpets & other floor coverings, Household textiles, Major household appliances, whether electric or not, Small electric household appliances, Tools & miscellaneous accessories, Glassware, tableware & household utensils, Medical goods & other pharmaceutical products, Therapeutic appliances & equipment, Bicycles, Recording media, Games, toys & hobbies; sport & camping equipment; musical instruments, Gardens, plants & flowers, Pets & related products, Books & stationery, Audio-visual, photographic and information processing equipment, Appliances for personal care, Jewellery, watches & clocks, Other personal effects.
SPECIAL FORMS OF TRADING	All retail sales not in shops and stores; including sales via the internet, mail order, TV shopping, party plan, vending machines, door-to-door and temporary open market stalls.
GROSS GROUND FLOOR FOOTPRINT FLOORSPACE	The area shown on the Ordnance Survey map or other plans as being occupied by buildings and covered areas measured externally.
GROSS RETAIL FLOORSPACE	The total built floor area measured externally which is occupied exclusively by a retailer or retailers; excluding open areas used for the storage, display

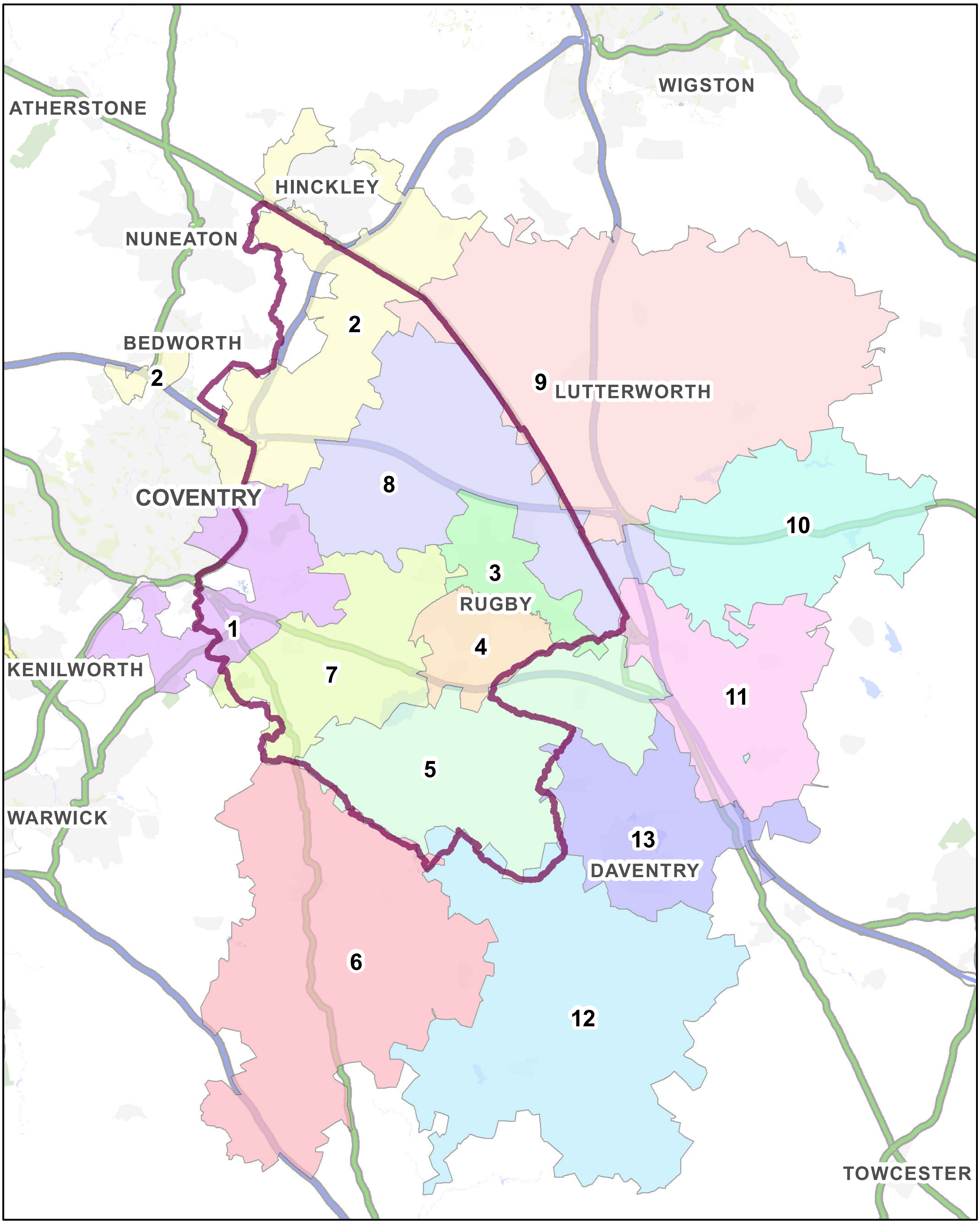
	or sale of goods.
NET RETAIL SALES AREA	The sales area within a building (i.e. all internal areas accessible to the customer), but excluding checkouts, lobbies, concessions, restaurants, customer toilets and walkways behind the checkouts.
RETAIL SALES DENSITY	Convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.
FLOORSPACE 'PRODUCTIVITY' ('EFFICIENCY') GROWTH	The percentage by which a retail sales density is assumed to increase annually in real terms over a stated period. The choice of the most appropriate level of growth will depend on individual circumstances, and in particular the capacity of existing floorspace to absorb increased sales. It is also important that selected rates of growth in productivity are compatible with assumptions about the growth in per capita expenditure.
QUANTITATIVE NEED	Is conventionally measured as expenditure capacity (i.e. the balance between the turnover capacity of existing facilities and available expenditure in any given area). Expenditure capacity, or 'quantitative need' can arise as a result of forecast expenditure growth (either through population growth or increase in spending), or by identification of an imbalance between the existing facilities and current level of expenditure available in an area.
QUALITATIVE NEED	Includes more subjective measures such as, for example, consumer choice; the appropriate distribution of facilities; and the needs of those living in deprived areas. 'Over trading' is also identified as a measure of qualitative need, although evidence of significant over-crowding, etc., may also be an indicator of quantitative need.
OVERTRADING	The extent to which the turnover of existing stores significantly exceeds benchmark turnovers may be a qualitative indicator of need, and in some cases inform quantitative need considerations. For example it may be an expression of the poor range of existing facilities or limited choice of stores and a lack of new floorspace within a locality. In certain cases 'overtrading' occurs when there is an imbalance between demand (i.e. available spend) and supply (i.e. existing floorspace capacity).
BENCHMARK TURNOVER	In the case of specific types of provision (such as foodstores) company average turnover figures are widely available and can provide an indication of a 'benchmark' turnover for existing facilities. However, turnover benchmarks should not be used prescriptively or in isolation to indicate a measure of 'need'. It is important to recognise that a range of factors (such as rental levels and other operating costs) mean that operators are likely to trade at a wide range of turnover levels. Given the inherent margins of error involved in this type of exercise, the use of company averages as benchmarks should be treated with caution unless they are corroborated by other independent evidence of under-performance, or strong trading. Examples might include the results of in-centre health checks, or the extent of congestion in stores and queuing at checkouts.

– END –

APPENDIX 1: STUDY AREA

Carter Jonas

Study Area and Zones



Rugby Borough Boundary

APPENDIX 2: NEMS SURVEY METHODOLOGY

NEMS market research
22-23 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

Rugby Household Survey
for
Carter Jonas

March 2015

Job Ref: 060315

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Rugby area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities. Respondents were also asked their opinions on Rugby Town Centre.

1.2 Research Methodology

A total of 1,303 telephone interviews were conducted between Tuesday 10th March 2015 and Thursday 19th March 2015. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 13 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	CV3 2, CV8 3	100
2	CV2 2, CV7 9, LE10 3	100
3	CV21 1, CV21 2, CV21 3, CV21 4	100
4	CV22 5, CV22 6, CV22 7	100
5	CV23 8	101
6	CV47 7, CV47 8, CV47 9, CV47 0, CV47 1, CV47 2	100
7	CV23 9	100
8	CV23 0	100
9	LE17 4, LE17 5,	100
10	NN6 6	100
11	NN6 7	102
12	NN11 3, NN11 6	100
13	NN11 0, NN11 2, NN11 4, NN11 8, NN11 9, NN11 7	100
Total		**1,303**

1.3.2 Telephone Numbers

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

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

1.3.3 Sample Profile

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

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

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

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

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

1.3.4 Time of Interviewing

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

1.3.5 Monitoring of Calls

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

1.4 Weightings

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

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-24	4.57%	11	5.3285
25-34	15.16%	42	4.6113
35-44	18.31%	167	1.3987
45-54	18.91%	288	0.8377
55-64	18.62%	271	0.8765
65+	24.43%	497	0.6272
(Refused)	n/a	27	1.0000
Total		**1,303**	

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

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	23,128	100	95	1.4095
2	23,537	100	87	1.5583
3	35,590	100	134	1.5400
4	35,333	100	109	1.8714
5	5,613	101	91	0.3560
6	16,967	100	105	0.9388
7	6,611	100	89	0.4283
8	9,612	100	103	0.5385
9	20,648	100	105	1.1378
10	3,043	100	82	0.2153
11	7,837	102	104	0.4368
12	9,344	100	98	0.5500
13	28,098	100	101	1.6038
Total	**225,361**	**1,303**		

* Source: Census 2011

1.5 Statistical Accuracy

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

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

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

For example, if 50% of a sample of 1,303 answers "Yes" to a question, we can be 95% sure that between 47.3% and 52.7% of the population holds the same opinion (i.e. +/- 2.7%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.6%
20%	±2.2%
30%	±2.5%
40%	±2.7%
50%	±2.7%

1.6 Data Tables

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

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

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

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

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

APPENDIX 3: HTIS SURVEY RESULTS (WEIGHTED)

Q01 In which store or shopping centre do you NORMALLY shop at for all your household’s main food and grocery shopping needs (i.e. primarily bulk 'trolley-based' purchases carried out once a week or fornightly)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Aldi, Central Park, Coton Park, Rugby	5.7%	74	0.0%	0	0.0%	0	21.5%	44	2.9%	6	1.8%	1	0.0%	0	0.0%	0	14.0%	8	12.7%	15	1.7%	0	0.0%	0	0.9%	0	0.0%	0
Aldi, Harlestone Road, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.0%	1	0.0%	0	0.0%	0
Aldi, Paddox Close, Rugby	4.6%	60	0.0%	0	0.0%	0	12.1%	25	6.3%	13	21.8%	7	0.0%	0	2.3%	1	2.8%	2	0.0%	0	8.6%	2	13.4%	6	0.0%	0	2.8%	5
Aldi, Roseberry Avenue, Coventry	0.4%	5	2.5%	3	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sheaf Street, Daventry	2.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.5%	2	13.6%	22
Asda Supercentre, Walsgrave Retail Park, Brade Drive, Coventry	3.5%	46	0.7%	1	30.9%	42	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Abbey Park, London Road, Whitley	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brade Drive, Coventry	0.7%	9	0.9%	1	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby	7.1%	92	0.0%	0	0.0%	0	20.2%	42	7.7%	16	2.9%	1	1.4%	1	20.7%	8	10.6%	6	2.3%	3	6.2%	1	9.5%	4	0.0%	0	6.7%	11
Asda, Cheserton Drive, Leamington Spa	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fosse Park Shopping Centre, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North London Road, Coventry	0.8%	11	7.0%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra Foodstore, George Street, Lutterworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cawston Grange, Rugby	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ryton on Dunsmore	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Street, Wolston	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Townsend Lane, Long Lawford	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Iceland, Rugby Town Centre, Rugby	1.1%	14	0.0%	0	0.0%	0	0.5%	1	6.4%	13	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby	2.1%	27	1.6%	2	1.0%	1	3.5%	7	6.1%	12	1.0%	0	0.0%	0	7.3%	3	1.5%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
M&S Simply Food, Warwickshire Shopping Park, Binley, Coventry	0.4%	5	2.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Rugby	0.4%	6	0.0%	0	0.0%	0	0.7%	1	0.9%	2	0.9%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	4.2%	55	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	38.8%	46	4.1%	1	0.8%	0	4.7%	3	0.0%	0
Morrisons, Skipworth Road, Binley, Coventry	4.4%	57	34.9%	47	1.7%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	5.9%	2	8.0%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Corporation Street, Rugby	0.7%	10	0.7%	1	0.0%	0	2.0%	4	1.3%	3	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Morrisons, Coventry City Centre, Coventry	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Sainsbury's Local, Clifton Road, Rugby Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.9%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hillmorton Road, Hillmorton	0.6%	7	1.5%	2	0.0%	0	0.0%	0	0.8%	2	0.7%	0	2.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	0	0.0%	0
Sainsburys, Austin Drive, Coventry	0.3%	3	1.6%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Dunchurch Road, Rugby	15.6%	203	3.3%	4	0.0%	0	16.7%	34	53.2%	109	33.7%	11	6.3%	6	18.0%	7	8.8%	5	1.7%	2	6.4%	1	20.3%	9	2.1%	1	8.2%	13
Sainsburys, Fosse Park Shopping Centre, Leicester	0.6%	7	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Gambrel Road, Westgate Industrial Estate (Dunston), Northampton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.0%	2	0.0%	0	2.2%	4
Sainsburys, St Marys Place, Market Harborough	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	16.0%	3	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Tachbrook Park Drive, Shires Retail Park, Leamington Spa	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Vicarage Street, Nuneaton	0.3%	4	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Helvellyn Way, Brownsover, Rugby	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wimbourne Place, Daventry	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.6%	0	4.6%	7
Tesco Extra, Arena, Longford Road, Coventry	0.6%	7	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth	0.6%	8	0.0%	0	2.2%	3	2.3%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	8	0.0%	0
Tesco Extra, Mereway, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Tesco Extra, Oliver Way, Cross Point Business Park, Coventry	1.2%	15	5.5%	7	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Leamington Spa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Emscote Road, Warwick	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Leicester Road, Rugby	6.8%	89	0.0%	0	0.0%	0	17.7%	36	5.7%	12	6.4%	2	0.0%	0	14.7%	6	33.2%	18	4.3%	5	24.4%	4	4.6%	2	0.6%	0	1.7%	3

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Tesco, Lynchgate Road, Cannon Park Centre,Coventry	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, New Street, Daventry	5.8%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	7.6%	3	11.9%	6	39.5%	64
Tesco, Northfield Road, Kineton Rd Industrial Estate, Southam	3.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	47.9%	47	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco, The Square, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Walsgrave, Clifford Bridge Road, Coventry	2.9%	38	13.8%	18	13.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bowen Square, Daventry	2.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	2.4%	2	2.3%	1	0.0%	0	1.3%	2	1.8%	0	11.2%	5	19.0%	10	9.5%	15
Waitrose, Kingsthorpe Centre, Harborough Road, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.8%	0	0.0%	0	0.0%	0
Aldi, Hinckley Road, Walsgrave	0.3%	4	0.9%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mill Street, Bedworth	0.3%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Old Greens Norton Road, Towcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Aldi, Queensway, Leamington Spa	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Aldi, Springfield Street, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.6%	0	0.0%	0	0.0%	0
Aldi, Watling Street, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton	0.6%	7	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Long Itchington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Coventry Road, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Coventry Street, Southam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Long Buckby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Co-op, Linden Drive, Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Broughton Astley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Phipps Road, Woodford Halse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Costco, Westmoreland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Avenue, Thurmaston																												
Costcutter, Market Square, Long Buckby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Farmfoods, The Calthorpe Centre, Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Iceland, Bath Street, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Binley Road, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Binley Road, Coventry	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brandon Road, Coventry	0.3%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hawley Road, Hinckley	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Octagon Way, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Daventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hinckley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Holbrooks	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Parade, Leamington Spa	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lower Street, Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Normandy Way, Hinckley	0.3%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Morrisons, Old Warwick Road, Leamington Spa	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parkgate Road, Holbrooks	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Orchard, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fletchamstead Highway, Canley	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Banbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0
Sainsbury's, Saltisford, Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Shelton Square, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Weston Favell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Centre, Weston Favell																												
Tesco, Blaby Road, South Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Tiffield Road, Towcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Tesco, Station Yard, Hinckley	0.3%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bertie Road, Kenilworth	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crown Park, Rushden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.3%	1	10.6%	13	1.8%	0	0.8%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Towcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Waitrose, Springfield Street, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	5.8%	76	3.9%	5	3.4%	5	0.6%	1	4.7%	10	8.9%	3	10.4%	10	4.8%	2	7.7%	4	12.4%	15	4.7%	1	8.2%	4	7.8%	4	7.8%	13
(Don’t know / varies)	1.4%	18	5.7%	8	1.6%	2	1.3%	3	0.8%	2	0.7%	0	0.6%	1	0.0%	0	0.6%	0	1.6%	2	1.8%	0	0.0%	0	1.5%	1	0.0%	0
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q02 Which retailer do you purchase your main food Internet / home delivery shopping from?
Those who shop online at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Asda	9.5%	7	0.0%	0	0.0%	0	100.0%	1	0.0%	0	17.3%	0	0.0%	0	19.6%	0	17.6%	1	6.4%	1	0.0%	0	9.8%	0	18.2%	1	17.6%	2
Morrisons	5.0%	4	22.6%	1	29.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	1	0.0%	0	0.0%	0
Sainsbury’s	12.2%	9	16.9%	1	0.0%	0	0.0%	0	27.4%	3	15.5%	0	7.7%	1	0.0%	0	18.4%	1	6.4%	1	0.0%	0	26.2%	1	10.9%	0	10.6%	1
Tesco	55.8%	42	60.4%	3	28.2%	1	0.0%	0	72.6%	7	56.9%	2	25.8%	3	60.7%	1	21.0%	1	76.3%	11	100.1%	1	23.8%	1	62.8%	3	71.8%	9
Ocado	9.9%	8	0.0%	0	42.3%	2	0.0%	0	0.0%	0	10.3%	0	23.9%	2	19.6%	0	43.0%	2	0.0%	0	0.0%	0	7.4%	0	8.2%	0	0.0%	0
(Don't know / varies)	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.6%	4	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		5		5		1		10		3		10		2		4		15		1		4		4		13
Sample:		76		4		4		1		5		5		7		5		8		9		5		8		8		7

Q03 How do you normally travel to (STORE MENTIONED AT Q01)?
Those who specified a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Car / van (as driver)	80.9%	979	83.7%	101	72.1%	93	80.7%	163	74.2%	143	90.9%	27	91.2%	80	90.6%	33	81.9%	42	89.6%	92	82.3%	14	81.7%	34	85.8%	42	77.0%	115
Car / van (as passenger)	10.0%	121	9.8%	12	16.9%	22	8.8%	18	9.0%	17	6.8%	2	4.6%	4	5.9%	2	11.8%	6	5.5%	6	13.3%	2	3.8%	2	9.5%	5	16.1%	24
Bus, minibus or coach	2.6%	31	1.5%	2	4.5%	6	0.5%	1	6.8%	13	1.5%	0	0.7%	1	1.8%	1	0.7%	0	1.7%	2	3.6%	1	4.4%	2	2.6%	1	1.3%	2
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.1%	62	4.1%	5	5.7%	7	7.6%	15	9.1%	18	0.0%	0	3.6%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	4.3%	2	2.1%	1	4.7%	7
Taxi	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	1.0%	12	1.0%	1	0.0%	0	1.8%	4	1.0%	2	0.0%	0	0.0%	0	1.0%	0	5.6%	3	0.0%	0	0.8%	0	5.8%	2	0.0%	0	0.0%	0
Weighted base:		1209		121		129		202		193		29		87		36		51		103		16		42		49		150
Sample:		1212		94		95		97		94		95		92		95		91		89		93		94		90		93

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Those who specified a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Yes - non-food shopping	12.9%	156	10.5%	13	11.6%	15	12.8%	26	7.6%	15	15.9%	5	12.0%	11	13.9%	5	11.7%	6	13.3%	14	20.5%	3	18.7%	8	13.0%	6	20.2%	30
Yes - other food shopping	11.2%	136	13.3%	16	9.6%	12	13.7%	28	12.9%	25	11.1%	3	5.7%	5	10.4%	4	12.3%	6	1.9%	2	12.0%	2	15.5%	6	10.0%	5	14.0%	21
Yes - bars / pubs	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	2.9%	35	2.5%	3	1.1%	1	6.0%	12	1.2%	2	2.3%	1	0.7%	1	3.2%	1	6.4%	3	0.9%	1	3.9%	1	3.0%	1	3.3%	2	4.1%	6
Yes - cinemas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	5.3%	64	5.5%	7	3.9%	5	8.1%	16	12.4%	24	1.8%	1	6.5%	6	2.0%	1	0.7%	0	0.0%	0	1.6%	0	4.3%	2	0.9%	0	1.6%	2
Yes - go to park	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Yes - gyms / health and fitness	0.8%	10	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	1.5%	1	1.0%	0	0.0%	0	0.7%	1	10.9%	2	2.5%	1	0.7%	0	2.2%	3
Yes - library	0.7%	8	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	1	6.2%	2	3.1%	2	0.7%	1	1.8%	0	0.0%	0	2.1%	1	0.0%	0
Yes - markets	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Yes - meeting family	1.9%	23	1.5%	2	2.3%	3	2.2%	4	0.0%	0	8.1%	2	0.7%	1	0.7%	0	1.5%	1	3.4%	4	1.1%	0	0.0%	0	1.4%	1	3.9%	6
Yes - meeting friends	1.8%	21	0.0%	0	1.8%	2	0.0%	0	3.3%	6	3.5%	1	0.9%	1	0.7%	0	0.7%	0	0.9%	1	3.1%	1	1.5%	1	8.0%	4	2.8%	4
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	2.2%	1	0.0%	0	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.6%	7	0.7%	1	0.8%	1	0.0%	0	0.0%	0	2.8%	1	0.9%	1	0.7%	0	0.0%	0	0.7%	1	2.8%	0	2.9%	1	1.4%	1	0.0%	0
Yes - restaurants	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.8%	2	0.0%	0	0.7%	1	1.5%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Yes - swimming	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.4%	1	0.0%	0	1.6%	0	0.0%	0	1.0%	0	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	1.6%	20	2.7%	3	1.1%	1	0.0%	0	0.0%	0	5.2%	2	0.9%	1	5.3%	2	3.5%	2	0.7%	1	10.4%	2	1.3%	1	4.8%	2	2.5%	4
Yes - work	2.9%	35	9.3%	11	0.0%	0	0.7%	1	1.7%	3	2.0%	1	4.8%	4	0.0%	0	1.8%	1	1.6%	2	4.6%	1	2.7%	1	8.9%	4	4.0%	6
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	1.2%	14	0.0%	0	0.0%	0	1.1%	2	1.4%	3	0.0%	0	1.8%	2	1.0%	0	3.0%	2	0.0%	0	0.0%	0	1.5%	1	1.6%	1	3.0%	4
Yes - school / university / college / course	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	0	1.5%	1	0.0%	0	0.0%	0
No	63.6%	769	61.1%	74	71.6%	93	70.4%	142	63.0%	122	56.8%	17	63.4%	55	59.6%	22	66.3%	34	73.2%	75	44.6%	7	55.3%	23	51.0%	25	54.1%	81
(Don't know / varies)	0.8%	10	0.0%	0	0.8%	1	0.6%	1	0.0%	0	2.1%	1	2.0%	2	1.0%	0	0.0%	0	0.9%	1	0.0%	0	3.3%	1	2.8%	1	0.7%	1
Weighted base:		1209		121		129		202		193		29		87		36		51		103		16		42		49		150
Sample:		1212		94		95		97		94		95		92		95		91		89		93		94		90		93

Q05 When you combine your trip with other activities, where do you normally go?
Those who link their trip at Q04

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Banbury	2.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	7	0.0%	0
Bedworth	1.1%	5	0.0%	0	12.0%	4	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	10.1%	43	56.0%	26	41.3%	15	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry	14.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	23.7%	4	38.4%	9	68.3%	46
Elliot's Field Retail Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	1.0%	4	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley	2.0%	9	2.6%	1	12.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Kenilworth	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	2.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	2	28.2%	9	4.5%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Long Buckby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Lutterworth	3.3%	14	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	11.1%	2	29.3%	8	5.0%	0	2.1%	0	0.0%	0	0.0%	0
Market Harborough	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	5	31.1%	3	0.0%	0	0.0%	0	0.0%	0
Northampton	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	1.6%	0	0.0%	0	7.4%	5
Nuneaton	0.4%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	43.4%	186	13.1%	6	0.0%	0	91.4%	53	84.5%	60	64.4%	8	7.3%	2	72.7%	10	75.9%	13	26.6%	7	46.7%	4	56.4%	10	0.0%	0	17.7%	12
Southam	3.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	41.5%	13	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bell Green	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley	1.2%	5	6.4%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley Shopping Centre, Coventry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley Woods	0.4%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownsover	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draycott	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Hillmorton	1.5%	6	0.0%	0	0.0%	0	5.3%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	3.3%	2
Rushden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Ryton Pools Country Park, Coventry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staverton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
The Shires Retail Park, Leamington Spa	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	5	0.0%	0
Twycross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave	1.1%	5	5.0%	2	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Woodstock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
(Don't know / varies)	3.0%	13	8.7%	4	6.4%	2	0.0%	0	0.0%	0	3.7%	0	9.7%	3	0.0%	0	4.4%	1	3.7%	1	3.0%	0	3.8%	1	2.4%	1	0.0%	0
Weighted base:		430		47		36		58		71		12		30		14		17		27		9		17		23		68
Sample:		480		38		31		27		32		39		33		40		32		27		49		41		44		47

Q06 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Aldi, Central Park, Coton Park, Rugby	3.6%	46	0.0%	0	0.0%	0	12.4%	25	3.4%	7	0.0%	0	0.0%	0	7.9%	3	10.9%	6	1.8%	2	8.6%	2	3.0%	1	0.0%	0	0.0%	0
Aldi, Harlestone Road, Northampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Aldi, Paddox Close, Rugby	3.4%	45	0.9%	1	0.0%	0	6.5%	13	8.9%	18	7.6%	2	2.2%	2	4.7%	2	0.6%	0	1.8%	2	1.5%	0	3.0%	1	0.0%	0	0.8%	1
Aldi, Roseberry Avenue, Coventry	0.8%	10	4.9%	7	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sheaf Street, Daventry	2.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	1	9.3%	5	15.2%	25
Asda Supercentre, Walsgrave Retail Park, Brade Drive, Coventry	2.2%	28	5.7%	8	11.0%	15	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Abbey Park, London Road, Whitley	0.6%	8	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley	0.2%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brade Drive, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby	6.2%	80	0.9%	1	0.0%	0	14.8%	31	12.2%	25	7.4%	2	0.6%	1	6.3%	2	9.8%	5	3.0%	4	10.6%	2	5.0%	2	0.9%	0	2.9%	5
Asda, Cheserton Drive, Leamington Spa	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Asda, Fosse Park Shopping Centre, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra Foodstore, George Street, Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Co-op, High Street, Hillmorton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Newbold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Bilton, Rugby	0.2%	3	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Townsend Lane, Long Lawford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Town Centre, Rugby	0.6%	8	0.0%	0	0.0%	0	3.6%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby	1.6%	20	1.3%	2	0.0%	0	0.5%	1	5.5%	11	1.0%	0	0.0%	0	8.8%	3	1.7%	1	0.8%	1	0.8%	0	1.4%	1	0.0%	0	0.0%	0
M&S Simply Food, Warwickshire Shopping Park, Binley, Coventry	0.9%	11	2.9%	4	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Rugby	1.1%	15	1.3%	2	0.0%	0	1.5%	3	1.7%	4	2.1%	1	0.0%	0	2.3%	1	5.2%	3	0.8%	1	2.8%	0	0.8%	0	0.6%	0	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	1.7%	22	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	15.4%	18	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley, Coventry	2.2%	29	16.9%	23	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	1	2.8%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Corporation Street, Rugby	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.7%	0	0.0%	0	1.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, Coventry City	0.3%	4	0.9%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Centre, Coventry																												
Morrisons, Swan Close Road, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Morrisons, Victoria Promenade, Northampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1
Sainsbury's Local, Clifton Road, Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hillmorton Road, Hillmorton	1.3%	17	0.0%	0	0.0%	0	3.5%	7	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7
Sainsburys, Austin Drive, Coventry	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Dunchurch Road, Rugby	6.5%	85	1.6%	2	0.0%	0	10.6%	22	14.8%	30	15.9%	5	3.8%	4	6.9%	3	7.1%	4	1.3%	2	4.1%	1	11.5%	5	0.6%	0	4.6%	7
Sainsburys, Fosse Park Shopping Centre, Leicester	0.7%	9	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Gambrel Road, Westgate Industrial Estate (Dunston), Northampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.2%	1	0.6%	0	0.6%	1
Sainsburys, St Marys Place, Market Harborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Tachbrook Park Drive, Shires Retail Park, Leamington Spa	0.4%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Vicarage Street, Nuneaton	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bilton Village	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Helvellyn Way, Brownsover, Rugby	0.7%	9	0.0%	0	0.0%	0	4.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wimbourne Place, Daventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Extra, Leicester Street, Bedworth	0.5%	6	0.0%	0	2.9%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Tesco Extra, Oliver Way, Cross Point Business Park, Coventry	0.4%	5	1.5%	2	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Leamington Spa	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Leicester Road, Rugby	4.6%	60	0.0%	0	0.0%	0	11.9%	24	5.5%	11	2.3%	1	0.0%	0	5.6%	2	17.1%	10	5.8%	7	10.6%	2	3.1%	1	0.0%	0	0.9%	1
Tesco, Lynchgate Road, Cannon Park Centre,Coventry	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Tesco, New Street, Daventry	2.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	4.7%	3	19.1%	31
Tesco, Northfield Road, Kineton Rd Industrial Estate, Southam	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	15.0%	15	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Square, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Walsgrave, Clifford Bridge Road, Coventry	1.0%	14	7.3%	10	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bowen Square, Daventry	2.4%	32	0.0%	0	0.0%	0	0.0%	0	1.3%	3	7.0%	2	2.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	0	11.2%	5	8.9%	5	8.5%	14
Waitrose, Kingsthorpe Centre, Harborough Road, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hinckley Road, Walsgrave	0.6%	7	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingswood Road, Nuneaton	0.6%	7	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mill Street, Bedworth	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Old Greens Norton Road, Towcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Aldi, Queensway, Leamington Spa	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Street, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ashby Road, Daventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Church Road, Long Itchington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Coventry Road, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Coventry Street, Southam	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Byfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, High Street, Crick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Co-op, High Street, Long Buckby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Main Street, Broughton Astley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Phipps Road, Woodford Halse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Costco, Torrington Avenue,	0.9%	12	0.0%	0	0.0%	0	0.0%	0	4.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Coventry																												
Costcutter, Market Square, Long Buckby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Farmfoods, Jardine Crescent, Tile Hill, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Calthorpe Street, Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Iceland, Rugby Road, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Binley Road, Coventry	0.4%	5	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brandon Road, Coventry	1.1%	15	10.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hawley Road, Hinckley	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	0	0.6%	0	0.0%	0	0.0%	0
Lidl, Myton Road, Leamington Spa	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, Bedworth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Binley	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broughton Astley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rugby	0.3%	4	0.0%	0	0.0%	0	0.5%	1	0.6%	1	1.0%	0	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stoke Green	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Sixfields Retail Park, Northampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	0	0.0%	0
Malt Kiln Farm Shop, Main Street, Stretton-under-Fosse	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Abington Street, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	0.2%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Parade, Leamington Spa	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kettering Road, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Morrisons, Old Warwick Road, Leamington Spa	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Banbury	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	7	0.0%	0
Sainsbury's, Saltisford, Warwick	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Weedon Bec																												
Waitrose, Bertie Road, Kenilworth	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	1.6%	21	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	12.7%	15	2.1%	0	0.8%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Towcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Waitrose, Springfield Street, Market Harborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	1.4%	19	0.0%	0	1.7%	2	0.0%	0	0.6%	1	0.9%	0	2.1%	2	0.7%	0	3.5%	2	4.8%	6	0.0%	0	1.3%	1	0.9%	0	2.2%	4
(Don’t know / varies)	2.1%	28	5.8%	8	5.4%	7	3.0%	6	0.8%	2	0.7%	0	1.4%	1	2.1%	1	1.2%	1	1.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	32.2%	420	25.9%	35	37.6%	51	23.7%	49	35.2%	72	38.1%	12	27.2%	27	37.4%	14	26.7%	15	33.3%	40	31.1%	5	45.2%	20	41.9%	23	34.9%	57
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q06AWhich Internet / home delivery retailer do you also use for your main food shopping?
Those who shop online at Q06

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Asda	22.5%	4	0.0%	0	58.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	1	27.6%	2	0.0%	0	0.0%	0	100.0%	0	0.0%	0
Morrisons	22.3%	4	0.0%	0	41.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	16.9%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	1	99.9%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	1
Tesco	11.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	0	17.3%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Ocado	27.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	38.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.5%	2
Weighted base:		19		0		2		0		1		0		2		0		2		6		0		1		0		4
Sample:		18		0		2		0		1		1		2		1		3		4		0		1		1		2

Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Aldi, Central Park, Coton Park, Rugby	1.9%	25	0.0%	0	0.0%	0	8.6%	18	0.0%	0	0.9%	0	0.8%	1	0.0%	0	4.7%	3	1.4%	2	5.6%	1	0.0%	0	0.9%	0	0.0%	0
Aldi, Harlestone Road, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Aldi, Paddox Close, Rugby	2.1%	28	0.0%	0	0.0%	0	3.0%	6	7.8%	16	11.4%	4	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.3%	0	0.8%	0	0.0%	0	0.0%	0
Aldi, Roseberry Avenue, Coventry	0.6%	8	0.7%	1	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sheaf Street, Daventry	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.9%	1	10.7%	17
Asda Supercentre, Walsgrave Retail Park, Brade Drive, Coventry	1.2%	15	4.9%	7	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Abbey Park, London Road, Whitley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brade Drive, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby	2.3%	30	0.9%	1	0.0%	0	3.8%	8	7.0%	14	2.8%	1	0.0%	0	1.6%	1	3.8%	2	0.8%	1	4.7%	1	1.4%	1	0.0%	0	0.0%	0
Asda, Fosse Park Shopping Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North London Road, Coventry	0.6%	7	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra Foodstore, George Street, Lutterworth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cawston Grange, Rugby	1.8%	24	0.0%	0	0.0%	0	0.0%	0	11.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, High Street, Fenny Compton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Hillmorton	0.5%	6	0.0%	0	0.0%	0	1.5%	3	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.5%	1	0.0%	0	0.0%	0
Co-op, Main Street, Newbold	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	9.0%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, New Bilton, Rugby	0.8%	11	0.0%	0	0.0%	0	1.7%	4	2.7%	5	0.0%	0	0.0%	0	1.7%	1	1.6%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ryton on Dunsmore	1.1%	14	9.1%	12	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Street, Wolston	0.8%	10	6.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Co-op, Townsend Lane, Long Lawford	1.2%	15	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	23.6%	9	1.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	2
Iceland, Rugby Town Centre, Rugby	0.2%	3	0.7%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby	1.1%	14	0.0%	0	0.0%	0	0.5%	1	4.9%	10	0.7%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1
M&S Simply Food, Warwickshire Shopping Park, Binley, Coventry	0.9%	11	5.5%	7	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.8%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High	0.5%	6	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Street, Rugby																												
Morrisons, Bitteswell Road, Lutterworth	3.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	35.7%	43	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley, Coventry	1.1%	15	9.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Corporation Street, Rugby	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Promenade, Northampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.9%	1
Sainsbury's Local, Clifton Road, Rugby Town Centre	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hillmorton Road, Hillmorton	1.0%	13	1.5%	2	0.0%	0	5.2%	11	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Austin Drive, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Dunchurch Road, Rugby	3.1%	40	0.0%	0	0.0%	0	6.9%	14	6.9%	14	7.1%	2	0.0%	0	2.3%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6
Sainsburys, Fosse Park Shopping Centre, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Gambrel Road, Westgate Industrial Estate (Dunston), Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsburys, St Marys Place, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Tachbrook Park Drive, Shires Retail Park, Leamington Spa	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Vicarage Street, Nuneaton	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bilton Village	0.6%	8	0.0%	0	0.0%	0	0.0%	0	3.4%	7	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Helvellyn Way, Brownsover, Rugby	1.6%	21	0.0%	0	0.0%	0	8.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wimbourne Place, Daventry	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	11.6%	19
Tesco Extra, Arena, Longford Road, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth	0.4%	5	0.0%	0	1.9%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Tesco Extra, Oliver Way, Cross Point Business Park, Coventry	0.2%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Leamington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Spa																												
Tesco, Emscote Road, Warwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Leicester Road, Rugby	0.6%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%	1	0.0%	0	2.9%	1	7.0%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, New Street, Daventry	2.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.9%	0	20.6%	33
Tesco, Northfield Road, Kineton Rd Industrial Estate, Southam	3.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	39.8%	39	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Square, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Walsgrave, Clifford Bridge Road, Coventry	1.4%	18	6.0%	8	7.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bowen Square, Daventry	1.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.8%	0	2.8%	1	6.5%	3	10.5%	17
Waitrose, Kingsthorpe Centre, Harborough Road, Northampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	1.4%	2
Aldi, Brackley Court, Welford Road, Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hinckley Road, Walsgrave	0.5%	6	0.9%	1	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mill Street, Bedworth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Street, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Coventry Road, Small Heath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby Frith, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M Bargains, Clock Towers Shopping Centre, Rugby	0.1%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ashby Road, Daventry	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.2%	4
Co-op, Blaby Road, Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Christchurch Drive, Daventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Co-op, Church Road, Long Itchington	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	7.3%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Coventry Road, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Coventry Street, Southam	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Edinburgh Square, Daventry	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Co-op, High Street, Byfield	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	8	0.0%	0
Co-op, High Street, Crick	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	2	30.6%	14	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Co-op, High Street, Long Buckby	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	14.3%	7	0.0%	0	0.0%	0
Co-op, Main Street, Broughton Astley	0.3%	4	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Overslade Lane, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Phipps Road, Woodford Halse	1.5%	19	0.0%	0	0.0%	0	0.0%	0	5.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	7	0.0%	0
Co-op, Woodway Lane, Wallsgrave	1.1%	15	0.0%	0	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Market Square, Long Buckby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.1%	2	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Lidl, Binley Road, Coventry	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brandon Road, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hawley Road, Hinckley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Myton Road, Leamington Spa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Barby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	1
Local shops, Bedworth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Binley Woods	0.6%	8	6.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Braunston	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6
Local shops, Byfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Local shops, Catthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Clifton-upon-Dunsmore	0.2%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Coventry	0.2%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Crick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Local shops, Daventry	0.5%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.3%	4
Local shops, Dunchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fenny Compton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gilmorton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Guilsborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hillmorton	0.3%	4	0.0%	0	0.0%	0	1.7%	4	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kilsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Long Buckby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.5%	1	0.0%	0	0.0%	0
Local shops, Long Itchington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Long Lawford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Harborough																												
Local shops, Monks Kirby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Napton-on-the-Hill	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Naseby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Local shops, Potters Green	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Princethorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rugby	3.2%	42	0.0%	0	0.0%	0	9.8%	20	9.1%	19	2.6%	1	0.0%	0	0.7%	0	1.4%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Southam	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stamford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Staverton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stockton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stretton-on-Dunsmore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Towcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local shops, Welford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, West Haddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	2.3%	1	0.0%	0	0.0%	0
Local shops, Wolvey	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodford Halse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, Yelvertoft	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Brookside, Stretton-on-Dunsmore, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, West End, West Haddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
M&S Simply Food, Sixfields Retail Park, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Malt Kiln Farm Shop, Main Street, Stretton-under-Fosse	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Castle Quay Shopping Centre, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Parade, Leamington Spa	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Morrisons, Old Warwick Road, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parkgate Road, Holbrooks	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Coventry	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Frobisher Road,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Rugby																												
One Stop, Lower Hillmorton Road, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saisnbury's Local, The Orchard, Coventry	0.4%	5	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Boughton Road, Rugby	0.6%	7	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Quorn Way, Binley	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsgrave Road, Coventry	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crown Park, Rushden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Manor Road, Brackley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Waitrose, Richmond Road, Towcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Internet / mail order	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
(Don’t know / varies)	4.8%	62	10.0%	13	9.7%	13	2.2%	5	4.3%	9	1.0%	0	5.6%	6	3.2%	1	2.1%	1	2.2%	3	1.1%	0	5.9%	3	9.1%	5	2.3%	4
(Dont do top-up shopping)	28.8%	376	27.5%	37	31.7%	43	37.1%	76	29.1%	60	44.3%	14	20.4%	20	33.5%	13	27.1%	15	28.2%	34	26.5%	5	16.9%	8	30.5%	17	21.5%	35
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q07AWhich retailer do you purchase your top-up food Internet / home delivery shopping from?
Those who shop online at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Ocado	100.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0
Weighted base:		1		0		1		0		0		0		0		0		0		0		0		0		0		0
Sample:		2		0		1		0		0		0		0		0		0		0		0		0		1		0

Mean score [%]:

Q08 Of all the money you spend on your main and top-up food shopping, approximately what share (%) goes to your main food shopping?
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
1% - 5%	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.8%	1
6% - 10%	0.6%	5	1.2%	1	0.0%	0	1.0%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
11% - 15%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
16% - 20%	0.6%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.1%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.8%	1
21% - 25%	0.7%	6	2.2%	2	0.0%	0	1.0%	1	1.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
26% - 30%	0.7%	6	1.3%	1	0.0%	0	0.0%	0	1.9%	3	1.2%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.8%	1
31% - 35%	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36% - 40%	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.2%	0	0.0%	0	1.0%	0	1.0%	0	0.0%	0	0.0%	0
41% - 45%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
46% - 50%	7.2%	67	2.0%	2	2.3%	2	4.8%	6	13.4%	19	11.2%	2	12.1%	9	2.9%	1	9.3%	4	2.3%	2	6.9%	1	2.4%	1	10.4%	4	10.3%	13
51% - 55%	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56% - 60%	7.6%	71	5.1%	5	5.7%	5	13.1%	17	5.2%	8	11.9%	2	6.3%	5	2.9%	1	7.7%	3	4.1%	3	6.6%	1	8.4%	3	11.0%	4	10.6%	14
61% - 65%	0.3%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66% - 70%	10.8%	100	2.2%	2	12.8%	12	20.6%	27	13.8%	20	6.3%	1	10.0%	8	15.8%	4	5.3%	2	7.2%	6	16.2%	2	6.9%	3	8.9%	3	7.9%	10
71% - 75%	7.3%	68	3.0%	3	14.3%	13	3.7%	5	4.1%	6	13.6%	2	10.7%	8	12.4%	3	7.8%	3	7.6%	6	3.7%	0	8.0%	3	9.2%	3	8.2%	10
76% - 80%	24.5%	227	36.9%	36	19.9%	19	24.3%	32	18.0%	26	22.2%	4	25.4%	20	26.1%	7	24.6%	10	32.7%	28	26.0%	3	26.6%	10	18.0%	7	20.7%	26
81% - 85%	2.6%	24	1.3%	1	0.0%	0	1.0%	1	3.2%	5	4.2%	1	1.1%	1	3.8%	1	4.1%	2	1.1%	1	2.3%	0	1.6%	1	0.0%	0	8.3%	11
86% - 90%	16.2%	151	12.0%	12	15.6%	14	17.8%	23	14.7%	21	9.0%	2	16.1%	13	19.0%	5	18.7%	8	7.4%	6	23.1%	3	18.4%	7	21.2%	8	23.1%	29
91% - 95%	3.7%	34	6.1%	6	2.1%	2	2.0%	3	6.5%	9	5.7%	1	2.4%	2	2.5%	1	7.2%	3	5.0%	4	5.6%	1	2.7%	1	5.2%	2	0.0%	0
96% - 100%	2.6%	24	2.5%	2	9.1%	8	0.0%	0	2.9%	4	0.0%	0	6.6%	5	1.1%	0	0.0%	0	1.1%	1	3.4%	0	2.4%	1	2.6%	1	0.0%	0
(Don't know)	13.5%	125	19.5%	19	17.1%	16	10.6%	14	12.4%	18	11.9%	2	6.3%	5	9.9%	3	9.1%	4	27.5%	24	3.5%	0	19.8%	7	7.7%	3	8.6%	11
(Refused)	0.3%	3	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Mean:		*75.05*		*76.09*		*79.72*		*73.91*		*71.92*		*72.35*		*75.19*		*77.40*		*74.30*		*76.88*		*77.11*		*77.22*		*74.22*		*74.36*
Weighted base:		928		97		93		129		145		18		78		25		40		86		13		38		38		128
Sample:		906		65		68		64		68		62		73		66		70		70		71		80		71		78

Q09 In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Aldi, Central Park, Coton Park, Rugby	0.7%	6	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	4.2%	2	1.9%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Aldi, Paddox Close, Rugby	1.3%	12	0.0%	0	0.0%	0	1.7%	2	4.8%	7	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.0%	1	0.0%	0	1.1%	1
Aldi, Roseberry Avenue, Coventry	0.3%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sheaf Street, Daventry	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	3.4%	1	3.6%	5
Asda Supercentre, Walsgrave Retail Park, Brade Drive, Coventry	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brade Drive, Coventry	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby	2.3%	21	0.0%	0	0.0%	0	10.5%	14	4.6%	7	1.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cheserton Drive, Leamington Spa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra Foodstore, George Street, Lutterworth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cawston Grange, Rugby	0.8%	7	0.0%	0	0.0%	0	0.0%	0	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fenny Compton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Hillmorton	0.4%	4	0.0%	0	0.0%	0	1.7%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Bilton, Rugby	1.7%	16	0.0%	0	0.0%	0	0.0%	0	10.1%	15	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ryton on Dunsmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Street, Wolston	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Townsend Lane, Long Lawford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Town Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby	0.7%	7	0.0%	0	0.0%	0	0.7%	1	2.9%	4	0.0%	0	0.0%	0	1.4%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Warwickshire Shopping Park, Binley, Coventry	1.1%	11	6.6%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.4%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Rugby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	9	1.0%	0	1.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley, Coventry	0.7%	7	6.0%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Corporation Street, Rugby	0.5%	5	0.0%	0	0.0%	0	1.0%	1	1.1%	2	0.0%	0	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coventry City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Centre, Coventry																												
Sainsbury's Local, Clifton Road, Rugby Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.4%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hillmorton Road, Hillmorton	1.5%	14	0.0%	0	0.0%	0	3.4%	4	6.0%	9	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sainsburys, Dunchurch Road, Rugby	1.1%	10	0.0%	0	0.0%	0	1.0%	1	2.2%	3	1.7%	0	1.1%	1	1.5%	0	1.2%	0	1.1%	1	0.0%	0	1.6%	1	1.8%	1	0.8%	1
Sainsburys, Gambrel Road, Westgate Industrial Estate (Dunston), Northampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.9%	0	1.1%	1
Sainsburys, St Marys Place, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Tachbrook Park Drive, Shires Retail Park, Leamington Spa	0.4%	4	0.0%	0	0.0%	0	1.7%	2	1.1%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bilton Village	1.7%	15	0.0%	0	0.0%	0	0.0%	0	8.7%	13	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Helvellyn Way, Brownsover, Rugby	1.0%	9	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wimbourne Place, Daventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tesco Extra, Arena, Longford Road, Coventry	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Tesco Extra, Oliver Way, Cross Point Business Park, Coventry	0.4%	4	0.9%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Leicester Road, Rugby	1.9%	18	0.0%	0	0.0%	0	8.1%	11	0.0%	0	2.5%	0	0.0%	0	1.1%	0	3.4%	1	3.0%	3	7.7%	1	0.0%	0	0.0%	0	1.1%	1
Tesco, New Street, Daventry	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	12.2%	16
Tesco, Northfield Road, Kineton Rd Industrial Estate, Southam	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tesco, Walsgrave, Clifford Bridge Road, Coventry	0.5%	5	2.7%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bowen Square, Daventry	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	3.6%	1	1.8%	1	8.6%	11
Aldi, Hinckley Road, Walsgrave	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Street, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Long Itchington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Co-op, Coventry Road, Exhall	0.2%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Coventry Street, Southam	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	4.6%	2	0.0%	0	0.0%	0
Co-op, High Street, Hillmorton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kibworth Beauchamp	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Long Buckby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	3.4%	1	0.0%	0	0.0%	0
Co-op, Hunters Way, Greenhills, Brixworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Drive, Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Loxley Close, Wellesbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Overslade Lane, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Phipps Road, Woodford Halse	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0
Co-op, The Green, Old Bilton, Rugby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Torrington Avenue, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Market Square, Long Buckby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Iceland, Binley Road, Coventry	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Binley Road, Coventry	0.2%	2	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brandon Road, Coventry	0.3%	3	0.9%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Myton Road, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local shops, Binley Woods	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catesby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local shops, Catthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Local shops, Coventry	0.6%	6	3.3%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Crick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Local shops, Daventry	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.8%	2
Local shops, Dunchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gilmorton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Grandborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Guilsborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hillmorton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kilsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Local shops, Kilworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0
Local shops, King's Newnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Local shops, Leamington Spa	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Long Buckby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Local shops, Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Market Harborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Princethorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rugby	2.1%	20	0.0%	0	0.0%	0	9.9%	13	1.6%	2	5.8%	1	0.0%	0	1.4%	0	5.9%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Local shops, Southam	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stretton-on-Dunsmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Weedon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Local shops, Welford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Haddon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodford Halse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Local shops, Yelvertoft	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Londis, West End, West Haddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	2.0%	1	0.0%	0	0.0%	0
M&S Simply Food, Sixfields Retail Park, Northampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Malt Kiln Farm Shop, Main Street, Stretton-under-Fosse	0.3%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Arena Park, Coventry	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bridge Street, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Leicester	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Lane, Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mostyn Street, Llandudno	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Parade, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lower Street, Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Warwick Road, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parkgate Road, Holbrooks	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Rugby Road,	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Binley Woods																												
Sainsbury's, Oxford Road, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Express, Quorn Way, Binley	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bertie Road, Kenilworth	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	1.2%	11	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	6.8%	6	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Richmond Road, Towcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Waitrose, Springfield Street, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	4.0%	37	4.0%	4	4.6%	4	3.7%	5	0.8%	1	3.0%	1	7.0%	6	5.8%	1	2.8%	1	4.1%	4	6.2%	1	8.9%	3	8.5%	3	2.4%	3
(Nowhere else)	54.6%	507	62.8%	61	65.3%	61	48.6%	63	47.2%	68	59.2%	11	45.8%	36	53.0%	13	41.4%	17	57.0%	49	45.1%	6	47.9%	18	63.8%	24	63.2%	81
Weighted base:		928		97		93		129		145		18		78		25		40		86		13		38		38		128
Sample:		906		65		68		64		68		62		73		66		70		70		71		80		71		78

Mean score [Times a year]: Daily = 365, 4-6 days a week = 260, 2-3 days a week = 130, One day a week = 52, Every two weeks = 26, Monthly = 12, Once every two months = 6, Three to four times a year = 3.5, Once every six months = 2, Once a year = 1, Less often = 0.5, Never = 0

Q09B How often do you or your household normally visit Rugby Town Centre for your non food shopping purchases and needs?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	1.5%	19	0.0%	0	0.0%	0	3.8%	8	4.2%	9	1.9%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.0%	0	1.7%	1	0.0%	0	0.0%	0
4-6 days a week	0.3%	5	0.0%	0	0.0%	0	0.9%	2	0.8%	2	1.6%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	6.1%	79	3.4%	5	0.0%	0	17.8%	37	8.5%	17	3.0%	1	1.9%	2	5.8%	2	3.9%	2	6.0%	7	2.6%	0	7.3%	3	2.1%	1	0.8%	1
One day a week	11.6%	151	3.1%	4	0.0%	0	23.7%	49	23.5%	48	20.4%	7	2.2%	2	19.1%	7	17.4%	10	10.9%	13	16.7%	3	5.5%	2	0.9%	0	3.0%	5
Every two weeks	13.7%	178	7.1%	9	0.7%	1	24.4%	50	16.0%	33	13.2%	4	2.0%	2	15.3%	6	24.5%	14	7.1%	8	16.7%	3	13.9%	6	4.7%	3	23.8%	39
Monthly	15.4%	200	11.5%	15	4.7%	6	15.5%	32	21.1%	43	16.8%	5	10.0%	10	28.1%	11	29.3%	16	15.1%	18	11.9%	2	23.8%	11	3.0%	2	17.6%	29
Once every two months	4.4%	57	4.4%	6	1.7%	2	4.2%	9	4.2%	8	9.1%	3	5.7%	6	2.4%	1	8.6%	5	6.9%	8	4.8%	1	4.4%	2	2.4%	1	3.1%	5
Three to four times a year	4.5%	59	1.6%	2	4.2%	6	1.3%	3	2.9%	6	4.3%	1	3.3%	3	2.4%	1	0.8%	0	7.7%	9	6.7%	1	8.0%	4	3.9%	2	12.3%	20
Once every six months	4.9%	64	8.9%	12	4.2%	6	0.6%	1	4.8%	10	1.6%	1	7.7%	8	0.0%	0	3.1%	2	4.4%	5	5.2%	1	6.8%	3	6.1%	3	8.1%	13
Once a year	3.7%	49	5.2%	7	4.5%	6	0.0%	0	0.8%	2	0.9%	0	10.3%	10	1.4%	1	0.8%	0	7.2%	9	3.7%	1	2.1%	1	6.0%	3	5.6%	9
Less often	5.2%	68	11.0%	15	17.2%	23	0.6%	1	1.1%	2	3.9%	1	10.7%	11	3.3%	1	1.7%	1	3.0%	4	3.3%	1	5.2%	2	4.1%	2	2.2%	4
Never	28.0%	364	42.6%	57	62.0%	84	6.6%	14	11.5%	23	18.3%	6	46.1%	45	22.3%	9	5.9%	3	31.6%	38	26.2%	5	20.6%	9	66.0%	36	21.9%	36
(Dont know / varies)	0.8%	10	1.3%	2	0.7%	1	0.5%	1	0.6%	1	4.8%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	0	0.8%	0	0.9%	0	1.4%	2
Mean:		*26.42*		*10.04*		*1.23*		*60.62*		*48.11*		*33.54*		*6.17*		*25.03*		*36.09*		*18.00*		*22.53*		*25.76*		*5.25*		*11.94*
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q10 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for mens', womens', childrens' and baby clothing and footwear (fashion items - BUT not sports clothing and footwear)?

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Asda Superstore, Chapel Street, Rugby	1.3% 17	0.0% 0	0.0% 0	0.7% 1	5.2% 11	0.0% 0	0.0% 0	1.6% 1	3.0% 2	0.0% 0	0.0% 0	1.3% 1	0.0% 0	1.4% 2
M&S, Fosse Shopping Park, Leicester	0.2% 2	0.0% 0	0.0% 0	0.0% 0	0.6% 1	0.0% 0	0.0% 0	0.0% 0	0.8% 0	0.0% 0	3.1% 1	0.0% 0	0.0% 0	0.0% 0
Sainsburys Superstore, Dunchurch Road, Rugby	0.7% 9	0.0% 0	0.0% 0	0.0% 0	3.6% 7	0.0% 0	0.0% 0	0.7% 0	0.0% 0	0.8% 1	0.8% 0	0.0% 0	0.9% 0	0.0% 0
Tesco, Leicester Road, Rugby	0.2% 3	0.0% 0	0.0% 0	0.5% 1	0.8% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
TKMaxx, Elliots Field Retail Park, Rugby	1.0% 13	0.0% 0	0.0% 0	3.5% 7	0.6% 1	0.0% 0	0.0% 0	1.4% 1	0.8% 0	2.5% 3	1.8% 0	0.0% 0	0.0% 0	0.0% 0
Arena Shopping Park, Coventry	1.0% 13	1.5% 2	8.1% 11	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.8% 0	0.0% 0	0.0% 0
Banbury Cross Retail Park, Banbury	0.4% 5	0.0% 0	0.0% 0	0.7% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.7% 3	0.6% 1
Central Six Retail Park, Coventry	0.8% 11	6.7% 9	0.0% 0	0.0% 0	0.8% 2	0.0% 0	0.0% 0	0.7% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Cross Point Business Park, Coventry	0.1% 1	0.0% 0	0.7% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Elliots Field Retail Park, Rugby	1.7% 22	0.0% 0	0.0% 0	0.6% 1	3.2% 7	1.0% 0	0.0% 0	3.5% 1	4.1% 2	5.1% 6	1.1% 0	2.5% 1	0.0% 0	1.5% 2
Fosse Shopping Park, Leicester	6.8% 89	0.0% 0	8.9% 12	3.3% 7	6.3% 13	3.7% 1	0.0% 0	1.0% 0	8.0% 4	33.6% 40	5.2% 1	10.0% 5	0.0% 0	3.1% 5
Gallagher Retail Park, Coventry	0.4% 5	2.0% 3	1.0% 1	0.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Junction 1 Retail & Leisure Park, Rugby	1.4% 18	1.5% 2	0.0% 0	4.4% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 1	1.3% 2	0.0% 0	1.6% 1	0.0% 0	2.3% 4
Riverside Retail Park, Northampton	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.8% 0	0.0% 0	0.0% 0
Shire Retail Park / Leamington Shopping Park, Leamington Spa	1.4% 18	0.0% 0	0.0% 0	0.6% 1	0.8% 2	0.0% 0	15.3% 15	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.8% 0	0.0% 0	0.0% 0
Sixfields Retail Park, Northampton	0.2% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.8% 0	0.6% 0	0.9% 1
St Georges Retail Park, Leicester	0.4% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.4% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0
St James Retail Park, Northampton	0.1% 1	0.0% 0	0.0% 0	0.7% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
St Peters Way, Northampton	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.9% 0	0.6% 1
Walsgrave Retail Park, Coventry	0.2% 3	0.0% 0	1.4% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.7% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Warwickshire Shopping Park, Binley, Coventry	0.9% 12	8.8% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Banbury Town Centre	3.6% 47	0.0% 0	0.0% 0	0.5% 1	0.0% 0	5.7% 2	10.6% 10	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	43.8% 24	6.2% 10
Bedworth	0.2% 2	0.0% 0	1.4% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.8% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Birmingham City Centre	4.8%	63	6.8%	9	3.9%	5	10.2%	21	7.9%	16	8.1%	3	0.0%	0	6.2%	2	5.7%	3	1.3%	2	1.7%	0	2.0%	1	0.0%	0	0.0%	0
Coventry City Centre	11.9%	155	29.6%	40	33.2%	45	16.5%	34	8.1%	17	3.5%	1	7.4%	7	15.6%	6	6.8%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1
Daventry Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.5%	1	0.6%	0	3.2%	5
Hinckley Town Centre	0.4%	5	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	3.2%	42	0.0%	0	3.1%	4	4.4%	9	2.7%	5	2.5%	1	0.8%	1	1.6%	1	0.0%	0	12.0%	14	9.4%	2	2.7%	1	0.0%	0	2.2%	4
Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	15.8%	3	2.3%	1	0.0%	0	0.0%	0
Milton Keynes Town Centre	3.9%	51	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.5%	3	3.4%	1	6.1%	3	0.8%	1	8.2%	1	14.4%	7	23.9%	13	12.6%	20
Northampton Town Centre	3.9%	51	0.0%	0	0.0%	0	0.9%	2	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	2	12.8%	6	4.9%	3	22.5%	37
Nuneaton Town Centre	0.9%	12	0.0%	0	8.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	10.0%	130	15.7%	21	4.4%	6	6.4%	13	8.3%	17	21.8%	7	39.8%	39	27.2%	10	10.6%	6	0.8%	1	0.0%	0	2.3%	1	3.8%	2	3.9%	6
Rugby Town Centre (Not listed above)	15.0%	195	9.3%	12	0.7%	1	24.8%	51	24.9%	51	27.5%	9	3.3%	3	17.7%	7	10.1%	6	13.4%	16	12.0%	2	18.0%	8	1.4%	1	17.2%	28
Solihull	1.2%	16	2.5%	3	0.7%	1	0.0%	0	1.6%	3	1.0%	0	3.3%	3	0.0%	0	8.0%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon Town Centre	0.2%	3	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Castleford	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	0	1.7%	1	0.0%	0
Clocktowers Shopping Centre, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Dunchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	1
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Llandudno	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Menai Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.9%	0	0.0%	0
Seven Stars Trading Estate, Wheler Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stranraer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Halse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Internet / catalogue	13.7%	179	9.1%	12	11.1%	15	13.2%	27	18.2%	37	11.6%	4	9.5%	9	11.8%	5	17.9%	10	13.9%	17	20.3%	4	19.8%	9	6.5%	4	16.8%	27
(Dont know / varies)	3.7%	48	4.4%	6	5.8%	8	3.2%	7	5.1%	10	3.1%	1	3.8%	4	1.4%	1	7.5%	4	2.8%	3	2.1%	0	1.2%	1	1.3%	1	1.5%	2
(Dont do this type of shopping)	1.5%	20	1.3%	2	1.7%	2	2.7%	6	0.0%	0	3.9%	1	1.2%	1	4.4%	2	3.6%	2	0.6%	1	0.0%	0	0.0%	0	1.9%	1	1.2%	2
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Rugby Household Survey
for Carter Jonas

Q10AWhich Internet / home delivery retailer do you also use for your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Those who shop online at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Amazon	5.1%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	55.0%	5	16.6%	1	0.0%	0	6.0%	1	8.8%	0	4.3%	0	0.0%	0	0.0%	0
ASOS	7.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	3	36.6%	6	27.8%	1	10.9%	1	0.0%	0	8.2%	2
Debenhams	2.7%	5	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Ebay	4.1%	7	0.0%	0	17.7%	3	4.7%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	2
John Lewis	1.2%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	9.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	0	0.0%	0
Marks & Spencer	5.0%	9	19.8%	2	6.5%	1	0.0%	0	4.2%	2	5.9%	0	0.0%	0	0.0%	0	4.5%	0	4.3%	1	11.3%	0	6.1%	1	9.8%	0	4.9%	1
Next	16.6%	30	10.1%	1	0.0%	0	23.7%	6	22.7%	8	7.9%	0	0.0%	0	0.0%	0	12.1%	1	23.3%	4	0.0%	0	16.3%	1	13.7%	0	23.3%	6
Boden	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Burton	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	0	0.0%	0
Chums	1.0%	2	7.2%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifford James	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosyfeet	0.5%	1	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	3.4%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Damart	0.8%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	5.9%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Nieper	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daxon	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Evans	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fat Face	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	1.3%	2	16.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0
Hotter	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	3.7%	1
House of Fraser	1.0%	2	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isme	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Williams	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	3
K&Co	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kaleidoscope	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Long Tall Sally	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Next	0.7%	1	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Man	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	1	6.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
QVC	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	7.9%	0	4.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Originals	0.7%	1	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Samuel Windsor	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
TK Maxx	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topman	5.8%	10	0.0%	0	0.0%	0	0.0%	0	26.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Topshop	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0
Very	1.2%	2	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Stuff	1.8%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	2	8.3%	0	14.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yours Clothing	0.5%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	30.6%	55	10.1%	1	69.4%	11	38.7%	11	31.4%	12	44.9%	2	0.0%	0	31.1%	1	29.2%	3	21.1%	3	30.3%	1	40.7%	4	50.3%	2	17.7%	5
Weighted base:		179		12		15		27		37		4		9		5		10		17		4		9		4		27
Sample:		172		10		8		13		16		14		7		13		16		12		16		20		8		19

Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?
Those who specified a destination at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Car / van (as driver)	77.9%	824	71.8%	82	66.7%	74	69.6%	116	74.0%	116	89.1%	24	96.5%	81	82.4%	26	75.8%	30	92.2%	91	76.9%	11	84.6%	30	84.9%	41	78.4%	103
Car / van (as passenger)	7.0%	74	5.7%	7	9.4%	10	4.3%	7	6.1%	10	4.8%	1	2.8%	2	8.2%	3	3.9%	2	4.4%	4	11.3%	2	5.5%	2	9.8%	5	15.5%	20
Bus, minibus or coach	7.9%	83	14.1%	16	21.5%	24	3.5%	6	11.0%	17	2.5%	1	0.0%	0	5.4%	2	5.4%	2	3.4%	3	6.3%	1	6.0%	2	4.3%	2	5.4%	7
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	1.9%	20	1.0%	1	0.0%	0	6.2%	10	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	4.8%	50	7.3%	8	2.4%	3	16.5%	27	4.0%	6	2.7%	1	0.7%	1	3.2%	1	3.6%	1	0.0%	0	2.2%	0	4.0%	1	0.9%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1057		114		111		166		157		26		84		32		39		99		14		36		49		131
Sample:		1048		83		84		77		78		79		86		81		70		84		82		80		87		77

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Asda Superstore, Chapel Street, Rugby	1.2%	16	0.0%	0	0.0%	0	1.1%	2	4.4%	9	0.0%	0	0.0%	0	1.7%	1	1.4%	1	2.7%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Junction One Retail Park, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Superstore, Dunchurch Road, Rugby	2.2%	28	0.0%	0	0.0%	0	0.0%	0	10.6%	22	4.6%	1	0.0%	0	1.6%	1	0.0%	0	1.7%	2	0.8%	0	3.6%	2	0.0%	0	0.6%	1
Tesco, Leicester Road, Rugby	1.0%	12	0.0%	0	0.0%	0	2.4%	5	0.8%	2	0.9%	0	0.0%	0	1.9%	1	4.3%	2	0.6%	1	6.4%	1	1.6%	1	0.0%	0	0.0%	0
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Coventry	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	6	0.0%	0
Cross Point Business Park, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Retail Park, Daventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.5%	6	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.4%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shire Retail Park / Leamington Shopping Park, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.8%	11	0.7%	1	7.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Binley, Coventry	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	12	1.4%	2
Birmingham City Centre	0.2%	3	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	4.5%	58	16.2%	22	19.4%	26	1.6%	3	0.6%	1	0.0%	0	0.8%	1	1.0%	0	3.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Daventry Town Centre	1.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	3.3%	2	11.6%	19
Hinckley Town Centre	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenilworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.6%	8	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.8%	2	0.9%	0	2.2%	4
Northampton Town Centre	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	9.6%	4	0.9%	0	4.3%	7
Nuneaton Town Centre	0.5%	6	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town	2.3%	30	0.7%	1	2.7%	4	0.0%	0	1.4%	3	6.7%	2	14.0%	14	10.3%	4	0.6%	0	0.0%	0	0.0%	0	0.6%	0	1.7%	1	0.9%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Centre																												
Rugby Town Centre (Not listed above)	4.2%	55	2.5%	3	0.0%	0	13.4%	28	5.7%	12	7.5%	2	1.3%	1	5.0%	2	0.8%	0	0.0%	0	1.7%	0	2.2%	1	0.0%	0	3.4%	5
Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Castleford	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clifford Bridge Road, Coventry	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	39.5%	514	34.0%	45	17.1%	23	49.8%	102	43.0%	88	32.4%	11	40.5%	40	31.1%	12	44.2%	25	37.8%	45	31.9%	6	44.2%	20	26.5%	14	51.5%	84
(Dont know / varies)	2.5%	32	3.8%	5	2.3%	3	5.4%	11	1.3%	3	0.9%	0	5.0%	5	0.0%	0	0.8%	0	1.7%	2	1.0%	0	0.8%	0	0.9%	0	0.9%	1
(Dont do this type of shopping)	33.0%	431	40.0%	53	38.6%	53	24.6%	51	31.5%	64	40.4%	13	27.5%	27	44.4%	17	38.7%	21	46.0%	55	49.3%	9	28.2%	13	33.2%	18	22.5%	37
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q12AWhich Internet / home delivery retailer do you also use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who shop online at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Amazon	79.3%	408	87.4%	40	63.1%	15	69.6%	71	82.1%	72	86.3%	9	77.9%	31	79.4%	9	69.2%	17	86.1%	39	85.2%	5	88.8%	18	77.7%	11	85.3%	71
Ebay	1.8%	9	0.0%	0	17.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	1.8%	0	0.0%	0	4.8%	0	0.0%	0	3.4%	0	4.3%	4
HMV	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Play.com	3.1%	16	0.0%	0	4.2%	1	0.0%	0	12.8%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	0	3.5%	2	0.0%	0	3.1%	1	0.0%	0	1.7%	1
Showbox	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
iTunes	2.6%	14	5.2%	2	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	1	8.3%	2	5.7%	3	6.7%	0	1.8%	0	2.4%	0	2.7%	2
(Don't know / varies)	12.1%	62	7.4%	3	15.7%	4	26.6%	27	5.1%	4	13.7%	1	22.1%	9	5.3%	1	17.4%	4	2.5%	1	3.2%	0	6.3%	1	16.5%	2	4.4%	4
Weighted base:		514		45		23		102		88		11		40		12		25		45		6		20		14		84
Sample:		440		26		19		37		39		29		40		30		40		37		30		40		30		43

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Argos, Clocktowers Shopping Centre, Rugby	0.9%	12	0.0%	0	0.0%	0	1.3%	3	1.5%	3	0.0%	0	0.0%	0	2.8%	1	6.4%	4	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Asda Superstore, Chapel Street, Rugby	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Airport Retail Park, Coventry	6.1%	79	43.2%	58	5.7%	8	0.0%	0	2.1%	4	1.6%	1	3.9%	4	8.3%	3	0.6%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Junction One Retail Park, Rugby	10.7%	140	0.0%	0	1.1%	2	22.1%	46	14.4%	29	10.1%	3	0.6%	1	17.3%	7	26.9%	15	11.8%	14	28.4%	5	14.2%	6	0.0%	0	7.6%	12
M&S, Fosse Shopping Park, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
PC World, London Road, Coventry	1.2%	15	1.8%	2	5.5%	7	0.6%	1	0.8%	2	0.0%	0	0.0%	0	0.7%	0	2.0%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.6%	1
Sainsburys Superstore, Dunchurch Road, Rugby	1.0%	13	0.0%	0	0.0%	0	0.0%	0	5.3%	11	0.7%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.9%	0	0.0%	0
Tesco, Leicester Road, Rugby	0.6%	7	0.0%	0	0.0%	0	1.1%	2	0.8%	2	0.9%	0	0.0%	0	1.0%	0	0.0%	0	2.1%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Junction One Retail Park, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Retail Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Coventry	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvis Retail Park, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Coventry	0.4%	5	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	5	0.0%	0
Central Six Retail Park, Coventry	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point Business Park, Coventry	0.2%	3	1.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliots Field Retail Park, Rugby	1.9%	25	1.6%	2	0.0%	0	0.6%	1	4.8%	10	3.9%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.1%	0	1.2%	1	0.0%	0	4.2%	7
Fosse Shopping Park, Leicester	0.9%	12	1.5%	2	3.3%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Coventry	0.3%	3	1.6%	2	0.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	3.5%	45	0.0%	0	0.0%	0	8.2%	17	2.1%	4	3.1%	1	0.0%	0	0.7%	0	5.6%	3	3.2%	4	4.7%	1	8.2%	4	1.0%	1	6.5%	11
Kettering Retail Park, Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Meridian Leisure Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, Northampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	0.9%	1
Riverside Retail Park,	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.0%	0	3.9%	6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Northampton														
Shire Retail Park / Leamington Shopping Park, Leamington Spa	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	18
Sixfields Retail Park, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Northampton	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Way, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.2%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Binley, Coventry	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Bedworth	0.4%	6	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Coventry City Centre	2.3%	30	7.6%	10	6.3%	9	0.6%	1	0.0%	0	1.0%	0	7.2%	7
Daventry Town Centre	1.8%	23	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.4%	6	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	1.0%	12	0.0%	0	1.4%	2	0.6%	1	0.0%	0	0.9%	0	0.0%	0
Lutterworth	1.5%	20	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Market Harborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	1.8%	23	0.0%	0	0.0%	0	4.0%	8	0.0%	0	0.9%	0	0.8%	1
Northampton Town Centre	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	1.9%	24	0.7%	1	1.0%	1	0.0%	0	0.0%	0	7.1%	2	17.3%	17
Rugby Town Centre (Not listed above)	6.1%	79	1.5%	2	0.0%	0	12.7%	26	11.5%	24	14.6%	5	0.8%	1
Solihull	0.9%	12	2.1%	3	1.4%	2	0.0%	0	0.8%	2	0.7%	0	1.3%	1
Southam	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Home & Living, Chapel Street, Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillmorton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Centre:MK, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Northampton														
Shire Retail Park / Leamington Shopping Park, Leamington Spa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
St Georges Retail Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Northampton	0.0%	0	0.0%	0	0.0%	0	1.8%	0	2.3%	1	0.0%	0	5.3%	9
St Peters Way, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.9%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Binley, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	13	0.6%	1
Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Birmingham City Centre	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Coventry City Centre	2.4%	1	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.9%	1	12.5%	20
Hinckley Town Centre	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.8%	0	7.0%	8	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth	0.0%	0	0.8%	0	14.5%	17	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.0%	0	0.0%	0	0.6%	1	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	2.9%	1	9.7%	4	11.7%	6	1.5%	2
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	3.8%	1	8.9%	4	4.0%	2	5.1%	8
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	3.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre (Not listed above)	9.6%	4	8.5%	5	3.7%	4	4.9%	1	5.7%	3	0.6%	0	3.1%	5
Solihull	0.9%	0	2.7%	2	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.8%	1
Southam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op Home & Living, Chapel Street, Rugby	0.0%	0	0.6%	0	0.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Hillmorton	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
The Centre:MK, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Whitley	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Internet / catalogue	29.0%	379	18.6%	25	28.3%	38	24.5%	50	43.6%	89	34.2%	11	25.1%	25	31.8%	12	29.3%	16	28.8%	34	18.8%	3	26.6%	12	33.9%	18	26.7%	43
(Dont know / varies)	4.9%	64	4.6%	6	9.5%	13	9.7%	20	1.7%	3	1.5%	0	1.6%	2	1.9%	1	4.6%	3	3.6%	4	4.7%	1	5.9%	3	0.0%	0	5.1%	8
(Dont do this type of shopping)	11.5%	150	12.0%	16	16.6%	23	13.0%	27	9.9%	20	15.9%	5	12.0%	12	11.8%	5	5.3%	3	9.8%	12	4.3%	1	7.7%	3	7.5%	4	12.6%	20
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q13AWhich Internet / home delivery retailer do you also use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?

Those who shop online at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Amazon	34.1%	129	60.2%	15	20.1%	8	40.9%	21	34.6%	31	31.9%	4	29.0%	7	31.4%	4	60.0%	10	30.1%	10	26.4%	1	38.1%	5	36.2%	7	19.1%	8
AO.com	1.5%	6	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	3.3%	1	0.0%	0	3.2%	0	0.0%	0	5.2%	2
Argos	3.4%	13	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	7
Currys	12.0%	45	4.7%	1	18.7%	7	6.2%	3	22.6%	20	17.5%	2	14.9%	4	8.1%	1	2.9%	0	0.0%	0	20.3%	1	11.3%	1	0.0%	0	10.3%	4
Ebay	9.3%	35	5.0%	1	6.9%	3	2.6%	1	11.4%	10	2.7%	0	8.5%	2	28.2%	3	0.0%	0	4.6%	2	0.0%	0	8.1%	1	30.2%	6	13.4%	6
Ebuyer	0.5%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
John Lewis	4.3%	16	0.0%	0	2.5%	1	0.0%	0	4.3%	4	10.4%	1	13.8%	3	0.0%	0	7.5%	1	4.2%	1	10.9%	0	7.6%	1	8.2%	1	3.2%	1
PC World	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.0%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
BT Business Direct	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.6%	2	8.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daily Mail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0
Dell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotdeals.co.uk	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Misco	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0
Richer Sounds	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talk Talk	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	31.0%	117	21.6%	5	48.2%	19	45.1%	23	18.3%	16	32.8%	4	21.7%	5	29.3%	4	23.9%	4	48.3%	17	38.3%	1	23.7%	3	25.5%	5	28.9%	13
Weighted base:		379		25		38		50		89		11		25		12		16		34		3		12		18		43
Sample:		306		16		16		21		31		26		28		23		27		28		18		25		22		25

Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Argos, Clocktowers Shopping Centre, Rugby	3.1%	40	0.9%	1	0.0%	0	1.6%	3	11.3%	23	0.0%	0	0.8%	1	6.3%	2	5.8%	3	4.1%	5	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Asda Superstore, Chapel Street, Rugby	0.7%	9	0.7%	1	0.0%	0	1.5%	3	1.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Coventry	0.4%	5	1.5%	2	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Airport Retail Park, Coventry	5.5%	72	35.2%	47	9.0%	12	0.0%	0	1.9%	4	0.7%	0	3.0%	3	10.3%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Currys, Junction One Retail Park, Rugby	10.9%	142	4.9%	7	2.3%	3	21.3%	44	12.3%	25	12.3%	4	2.0%	2	22.1%	8	34.5%	19	7.3%	9	25.5%	4	11.2%	5	0.0%	0	7.1%	12
Homebase, Elliots Field Retail Park	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, London Road, Coventry	0.9%	12	0.9%	1	5.5%	7	0.0%	0	0.8%	2	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsburys Superstore, Dunchurch Road, Rugby	1.3%	16	0.0%	0	0.0%	0	0.0%	0	4.9%	10	3.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.2%	4
Tesco, Leicester Road, Rugby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.8%	0	1.7%	1	0.0%	0	0.0%	0
The Range, Junction One Retail Park, Rugby	0.4%	5	0.0%	0	0.0%	0	1.0%	2	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TKMaxx, Elliots Field Retail Park, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Coventry	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvis Retail Park, Coventry	0.3%	4	0.7%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Coventry	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	7	0.0%	0
Central Six Retail Park, Coventry	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point Business Park, Coventry	0.3%	4	0.9%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Retail Park, Daventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Elliots Field Retail Park, Rugby	2.3%	30	1.6%	2	0.7%	1	0.6%	1	4.7%	10	5.5%	2	0.6%	1	0.7%	0	0.6%	0	3.0%	4	1.5%	0	2.0%	1	0.0%	0	5.1%	8
Fosse Shopping Park, Leicester	1.3%	17	0.0%	0	2.6%	4	0.0%	0	0.8%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	11	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Coventry	0.5%	6	0.9%	1	3.3%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	3.3%	43	0.0%	0	0.0%	0	11.7%	24	2.1%	4	4.1%	1	0.0%	0	1.7%	1	6.5%	4	1.6%	2	2.5%	0	8.9%	4	0.0%	0	1.4%	2
Kettering Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0

Rugby Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Kettering																												
Nene Valley Retail Park, Northampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.5%	1	1.7%	3
Riverside Retail Park, Northampton	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	10
Shire Retail Park / Leamington Shopping Park, Leamington Spa	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
St James Retail Park, Northampton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	2.3%	1	0.0%	0	3.6%	6
St Peters Way, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.5%	6	0.9%	1	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Binley, Coventry	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	12	0.0%	0
Bedworth	0.5%	6	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	2.6%	33	14.0%	19	5.6%	8	1.1%	2	0.0%	0	0.7%	0	2.2%	2	3.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	3.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	9.4%	5	25.6%	42
Hinckley Town Centre	0.7%	10	0.0%	0	5.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	1.0%	14	1.5%	2	0.0%	0	0.6%	1	0.0%	0	0.9%	0	0.0%	0	0.7%	0	1.7%	1	5.4%	6	0.8%	0	0.0%	0	0.0%	0	1.4%	2
Lutterworth	1.5%	19	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	18	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.2%	4	9.8%	2	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	1.9%	25	0.0%	0	0.0%	0	4.0%	8	0.8%	2	0.9%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	8.4%	4	11.7%	6	2.3%	4
Northampton Town Centre	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	7.9%	4	0.0%	0	5.7%	9
Nuneaton Town Centre	0.7%	10	0.0%	0	5.6%	8	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	2.2%	28	0.9%	1	0.0%	0	0.0%	0	0.8%	2	7.6%	2	22.2%	22	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Rugby Town Centre (Not listed above)	9.9%	129	0.9%	1	0.0%	0	22.4%	46	18.9%	39	23.7%	8	3.0%	3	15.9%	6	11.9%	7	4.1%	5	10.3%	2	4.3%	2	0.6%	0	6.3%	10
Solihull	0.9%	12	2.9%	4	0.7%	1	0.0%	0	0.8%	2	5.8%	2	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	1
Southam	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op Home & Living, Chapel Street, Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clifford Bridge Road, Coventry	0.2%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, New Street, Daventry	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	1
The Centre:MK, Milton Keynes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.6%	0	0.0%	0
Walsgrave	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Whitley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	21.6%	281	15.1%	20	21.8%	30	22.4%	46	16.7%	34	21.0%	7	25.5%	25	23.5%	9	19.9%	11	30.0%	36	26.9%	5	31.4%	14	29.0%	16	17.8%	29
(Dont know / varies)	6.5%	84	4.1%	6	7.5%	10	5.6%	12	8.7%	18	2.1%	1	10.0%	10	4.2%	2	5.1%	3	5.4%	6	6.3%	1	5.9%	3	5.4%	3	7.0%	11
(Dont do this type of shopping)	5.8%	76	7.9%	11	9.0%	12	5.5%	11	9.4%	19	6.1%	2	3.1%	3	5.1%	2	3.0%	2	4.8%	6	2.5%	0	3.3%	1	5.3%	3	2.1%	3
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q14A Which Internet / home delivery retailer do you also use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

Those who shop online at Q14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Amazon	14.5%	41	32.1%	7	9.2%	3	7.6%	4	17.3%	6	11.7%	1	16.2%	4	22.0%	2	14.2%	2	5.4%	2	4.0%	0	32.6%	5	16.2%	3	15.3%	4
AO.com	10.3%	29	11.7%	2	9.2%	3	12.3%	6	14.0%	5	0.0%	0	3.1%	1	10.7%	1	32.0%	4	5.8%	2	15.4%	1	5.4%	1	7.1%	1	11.6%	3
Argos	4.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	6.4%	2	4.0%	0	9.1%	1	0.0%	0	23.7%	7
Boots	1.1%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Currys	16.8%	47	0.0%	0	24.2%	7	14.0%	6	33.0%	11	38.0%	3	11.5%	3	9.7%	1	4.3%	0	24.7%	9	13.2%	1	5.1%	1	19.1%	3	7.8%	2
Ebay	4.4%	13	6.1%	1	4.6%	1	2.8%	1	0.0%	0	4.4%	0	20.5%	5	4.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	16.2%	3	0.0%	0
Ebuyer	0.6%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
John Lewis	6.7%	19	0.0%	0	3.3%	1	0.0%	0	4.6%	2	7.7%	1	7.6%	2	6.7%	1	9.8%	1	4.0%	1	17.8%	1	23.4%	3	15.3%	2	14.4%	4
Littlewoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.4%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	1.9%	5	4.4%	1	4.6%	1	2.1%	1	0.0%	0	0.0%	0	3.1%	1	7.0%	1	4.3%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotdeals.co.uk	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Bath	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
K&Co	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	34.8%	98	41.4%	8	44.8%	13	55.5%	26	27.6%	9	38.3%	3	28.9%	7	36.1%	3	18.8%	2	29.2%	10	31.2%	1	15.8%	2	26.1%	4	27.2%	8
Weighted base:		281		20		30		46		34		7		25		9		11		36		5		14		16		29
Sample:		265		14		13		23		14		18		24		18		23		23		25		30		20		20

Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Asda Superstore, Chapel Street, Rugby	1.5%	20	0.0%	0	0.0%	0	5.0%	10	1.9%	4	0.0%	0	0.8%	1	7.8%	3	1.4%	1	0.0%	0	1.1%	0	2.2%	1	0.0%	0	0.0%	0
Currys PC World, Airport Retail Park, Coventry	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Superstore, Dunchurch Road, Rugby	1.4%	18	0.0%	0	0.0%	0	0.5%	1	6.9%	14	3.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1
Tesco, Leicester Road, Rugby	2.0%	26	0.0%	0	0.0%	0	3.9%	8	2.9%	6	0.7%	0	0.0%	0	2.9%	1	2.2%	1	5.9%	7	2.0%	0	2.5%	1	0.0%	0	0.8%	1
The Range, Junction One Retail Park, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TKMaxx, Elliots Field Retail Park, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Coventry	0.3%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Six Retail Park, Coventry	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point Business Park, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.9%	11	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	0.4%	5	0.0%	0	0.0%	0	1.5%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Maybird Retail Park, Stratford upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Shire Retail Park / Leamington Shopping Park, Leamington Spa	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.4%	2
St James Retail Park, Northampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.6%	8	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	16	2.0%	3
Bedworth	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	6.3%	82	29.5%	39	19.3%	26	0.7%	1	5.6%	11	0.0%	0	0.0%	0	3.5%	1	2.2%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	2.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.6%	3	10.4%	6	17.1%	28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Hinckley Town Centre	0.7%	10	0.0%	0	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.5%	0	1.3%	1	0.0%	0	0.0%	0
Long Buckby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Lutterworth	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	11	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	0	7.3%	9	15.8%	3	0.6%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.9%	1	1.4%	2
Northampton Town Centre	1.6%	21	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	4.9%	2	0.6%	0	9.4%	15
Nuneaton Town Centre	0.6%	8	0.0%	0	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	4.2%	55	0.7%	1	2.4%	3	4.1%	8	1.4%	3	6.4%	2	30.5%	30	14.3%	5	1.0%	1	0.0%	0	0.0%	0	2.2%	1	0.9%	0	0.0%	0
Rugby Town Centre (Not listed above)	16.5%	214	4.9%	7	0.0%	0	38.5%	79	30.4%	62	30.1%	10	3.6%	4	26.5%	10	19.0%	11	6.7%	8	14.5%	3	19.5%	9	1.4%	1	7.6%	12
Southam	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Stratford upon Avon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Brinklow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
New Bilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Shipston-on-Stour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clifford Bridge Road, Coventry	0.4%	5	1.6%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, New Street, Daventry	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.8%	1
Towcester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Walsgrave	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Halse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Internet / catalogue	33.4%	436	28.8%	39	27.2%	37	29.6%	61	32.3%	66	34.9%	11	39.3%	39	23.9%	9	51.8%	29	44.0%	53	35.6%	6	44.5%	20	28.9%	16	31.2%	51
(Dont know / varies)	3.3%	43	5.2%	7	6.5%	9	6.1%	13	0.8%	2	1.6%	1	0.0%	0	2.3%	1	3.5%	2	3.1%	4	3.9%	1	6.1%	3	0.0%	0	1.5%	2
(Dont do this type of shopping)	15.6%	203	24.7%	33	18.0%	24	9.1%	19	16.5%	34	10.9%	4	11.0%	11	11.3%	4	14.8%	8	13.0%	16	8.1%	1	4.7%	2	15.1%	8	24.1%	39
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q15AWhich Internet / home delivery retailer do you also use for your household's shopping for books (incl. dictionaries, encyclopedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Those who shop online at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Amazon	87.8%	383	97.7%	38	89.3%	33	82.7%	50	87.6%	58	84.2%	10	90.2%	35	86.6%	8	84.9%	24	80.0%	42	94.0%	6	94.3%	19	66.7%	10	98.0%	50
Ebay	1.0%	4	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	3	0.0%	0
Staples	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0
WHSmith	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ChoiceStationery.com	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
The Book People	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	1.4%	0	0.0%	0	0.0%	0
Viking Direct	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0
Waterstones	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	3.2%	1	1.8%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0
iTunes	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.3%	36	2.3%	1	7.2%	3	17.3%	11	4.3%	3	11.9%	1	9.8%	4	10.5%	1	10.4%	3	15.2%	8	0.0%	0	0.0%	0	9.0%	1	2.0%	1
Weighted base:		436		39		37		61		66		11		39		9		29		53		6		20		16		51
Sample:		423		28		20		25		38		28		36		24		51		41		33		43		25		31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments?																												
Argos, Clocktowers Shopping Centre, Rugby	0.6%	8	0.0%	0	0.0%	0	1.0%	2	2.9%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Chapel Street, Rugby	1.1%	14	0.0%	0	0.0%	0	0.0%	0	3.7%	8	0.0%	0	0.0%	0	6.1%	2	1.4%	1	0.8%	1	0.0%	0	0.8%	0	0.0%	0	1.4%	2
B&Q, Brandon Road, Coventry	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, London Road, Coventry	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Superstore, Dunchurch Road, Rugby	1.9%	24	0.0%	0	0.0%	0	1.1%	2	9.0%	18	4.9%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco, Leicester Road, Rugby	0.9%	11	0.0%	0	0.0%	0	1.1%	2	0.8%	2	0.0%	0	0.8%	1	1.0%	0	6.6%	4	0.8%	1	2.6%	0	0.0%	0	0.0%	0	0.8%	1
The Range, Junction One Retail Park, Rugby	1.0%	12	0.0%	0	0.0%	0	2.6%	5	0.8%	2	0.0%	0	0.0%	0	0.9%	0	2.7%	2	1.9%	2	1.1%	0	0.0%	0	0.0%	0	0.6%	1
TKMaxx, Elliots Field Retail Park, Rugby	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Retail Park, Daventry	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	3.0%	1	0.0%	0	2.2%	4
Airport Retail Park, Coventry	0.9%	12	6.3%	8	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Coventry	0.3%	4	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0
Cannon Park Shopping Centre, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Six Retail Park, Coventry	0.9%	11	5.8%	8	0.0%	0	0.7%	1	0.8%	2	0.9%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point Business Park, Coventry	0.5%	6	0.9%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Retail Park, Daventry	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	2.5%	1	0.9%	0	0.8%	1
Elliots Field Retail Park, Rugby	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.8%	2	2.8%	1	0.0%	0	1.0%	0	3.5%	2	5.1%	6	5.0%	1	2.3%	1	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.6%	8	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Gallagher Retail Park, Coventry	0.4%	5	1.8%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	1.1%	14	0.0%	0	0.0%	0	1.3%	3	1.6%	3	1.6%	1	1.3%	1	2.9%	1	2.4%	1	0.0%	0	3.9%	1	1.6%	1	0.0%	0	1.7%	3
Nene Valley Retail Park, Northampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Riverside Retail Park, Northampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shire Retail Park / Leamington Shopping	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Park, Leamington Spa																												
Sixfields Retail Park, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.9%	0	0.0%	0
St James Retail Park, Northampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.6%	1
St Peters Way, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Walsgrave Retail Park, Coventry	1.5%	20	1.8%	2	10.4%	14	0.0%	0	1.3%	3	0.0%	0	0.0%	0	1.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Binley, Coventry	0.2%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	11	2.8%	4
Bedworth	0.3%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	3	0.7%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	5.1%	67	18.5%	25	8.7%	12	2.9%	6	0.8%	2	1.5%	0	10.3%	10	3.3%	1	16.6%	9	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	3.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	1.0%	1	1.4%	1	0.0%	0	0.0%	0	2.7%	0	4.5%	2	9.3%	5	23.6%	38
Hinckley Town Centre	0.3%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.7%	10	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	1.8%	0	0.0%	0	0.0%	0	1.4%	2
Lutterworth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	15.5%	3	0.6%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.5%	1	0.9%	0	2.2%	4
Northampton Town Centre	1.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	1.7%	1	11.1%	18
Nuneaton Town Centre	0.3%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	1.7%	22	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.5%	2	15.2%	15	4.9%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	1
Rugby Town Centre (Not listed above)	14.3%	186	2.5%	3	0.0%	0	42.3%	87	18.7%	38	15.4%	5	0.8%	1	15.0%	6	15.5%	9	14.1%	17	14.2%	2	16.3%	7	4.7%	3	5.2%	8
Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Stratford upon Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canley	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Clocktowers Shopping Centre, Rugby	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Torrington Avenue, Coventry	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry	0.2%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Duston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Spring Hill Industrial Estate, Arley	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clannell Road, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco, Clifford Bridge Road, Coventry	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bowen Square, Daventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Waitrose, Lower Leicester Road, Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave	0.4%	5	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
West Haddon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Whetstone	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	18.0%	235	10.5%	14	13.2%	18	15.2%	31	20.4%	42	12.6%	4	22.9%	22	19.0%	7	24.2%	13	25.2%	30	16.2%	3	22.2%	10	20.2%	11	17.7%	29
(Dont know / varies)	7.2%	94	5.0%	7	9.2%	12	15.2%	31	8.9%	18	0.9%	0	1.4%	1	13.5%	5	4.2%	2	5.5%	7	2.6%	0	3.0%	1	2.4%	1	4.0%	6
(Dont do this type of shopping)	24.5%	319	41.0%	55	31.0%	42	14.3%	29	26.0%	53	40.6%	13	22.5%	22	20.2%	8	17.8%	10	19.7%	24	24.8%	4	28.9%	13	26.2%	14	19.6%	32
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q16AWhich Internet / home delivery retailer do you also use for your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments?
Those who shop online at Q16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Amazon	46.6%	110	54.9%	8	30.5%	6	38.8%	12	51.2%	21	67.0%	3	45.2%	10	23.3%	2	52.7%	7	56.9%	17	19.6%	1	71.8%	7	53.1%	6	36.5%	10
Argos	2.0%	5	0.0%	0	0.0%	0	4.1%	1	3.9%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Ebay	6.2%	15	0.0%	0	14.8%	3	8.2%	3	6.3%	3	0.0%	0	0.0%	0	13.8%	1	3.5%	0	0.0%	0	10.6%	0	0.0%	0	4.4%	0	15.6%	4
John Lewis	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlewoods	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco	2.0%	5	14.1%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Toys R Us	4.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	8	0.0%	0	0.0%	0	0.0%	0	7.8%	2
Adidas	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrington Sports	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Early Learning Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JBS Beads	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laverwood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home	1.9%	4	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	7.8%	2
Play.com	3.7%	9	0.0%	0	0.0%	0	0.0%	0	20.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sew and So	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	2.2%	5	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tennisnuts.com	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Viovet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0	0.0%	0	3.2%	0	0.0%	0
Wiggle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0
Zoo Plus	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	26.9%	63	31.0%	4	54.7%	10	40.6%	13	14.0%	6	25.3%	1	25.9%	6	59.2%	4	35.4%	5	3.2%	1	11.0%	0	24.5%	2	39.3%	4	22.5%	6
Weighted base:		235		14		18		31		42		4		22		7		13		30		3		10		11		29
Sample:		204		10		9		16		19		8		19		18		25		20		11		19		13		17

Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Argos, Clocktowers Shopping Centre, Rugby	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.7%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
B&Q, Brandon Road, Coventry	0.5%	7	1.3%	2	1.0%	1	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elliots Field Retail Park	0.3%	4	0.0%	0	0.0%	0	0.7%	1	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Fosse Shopping Park, Leicester	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Next, Fosse Shopping Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Superstore, Dunchurch Road, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco, Leicester Road, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Junction One Retail Park, Rugby	0.6%	8	0.0%	0	0.0%	0	0.6%	1	2.6%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.8%	0	0.0%	0	0.0%	0
TKMaxx, Elliots Field Retail Park, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Retail Park, Daventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	0	0.0%	0
Airport Retail Park, Coventry	0.7%	9	4.3%	6	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvis Retail Park, Coventry	1.0%	12	4.9%	7	0.7%	1	0.0%	0	2.1%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Coventry	0.8%	10	0.9%	1	2.7%	4	1.3%	3	0.8%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Central Six Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Retail Park, Daventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Elliots Field Retail Park, Rugby	1.6%	21	0.9%	1	0.0%	0	1.1%	2	4.8%	10	1.4%	0	0.0%	0	1.0%	0	2.0%	1	2.3%	3	1.8%	0	0.0%	0	0.0%	0	1.7%	3
Fosse Shopping Park, Leicester	3.5%	46	1.5%	2	1.7%	2	1.0%	2	4.2%	9	0.0%	0	0.6%	1	2.6%	1	3.9%	2	18.9%	23	3.2%	1	0.8%	0	0.0%	0	2.2%	4
Gallagher Retail Park, Coventry	0.6%	8	0.0%	0	2.7%	4	1.7%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	1.5%	20	0.0%	0	0.0%	0	1.3%	3	0.8%	2	2.8%	1	0.0%	0	4.9%	2	5.8%	3	1.6%	2	14.6%	3	1.7%	1	0.0%	0	2.5%	4
Kettering Retail Park, Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Retail Park, Stratford upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, Northampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Orchard Retail Park,	0.7%	9	0.9%	1	0.0%	0	3.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Coventry																												
Riverside Retail Park, Northampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.5%	4
Shire Retail Park / Leamington Shopping Park, Leamington Spa	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1
Solihull Sears Retail Park, Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Northampton	0.5%	7	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	2.5%	1	0.0%	0	2.5%	4
St Peters Way, Northampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	1
Stechford Retail Park, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.2%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Binley, Coventry	0.2%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	11	0.0%	0
Bedworth	0.4%	5	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.3%	4	0.9%	1	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	10.1%	132	22.3%	30	19.2%	26	15.9%	33	6.9%	14	12.2%	4	15.7%	15	4.9%	2	10.2%	6	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	4.0%	52	0.0%	0	0.0%	0	0.0%	0	0.8%	2	8.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0	5.4%	2	7.9%	4	24.0%	39
Hinckley Town Centre	0.5%	6	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenilworth	0.3%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.1%	27	0.0%	0	1.7%	2	4.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	11.8%	14	2.8%	0	0.0%	0	0.0%	0	0.8%	1
Long Buckby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth	1.1%	15	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	11.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8	7.8%	1	0.8%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	1.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	11.2%	5	9.1%	5	6.5%	10
Northampton Town Centre	1.8%	23	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	10.8%	5	1.0%	1	9.3%	15
Nuneaton Town Centre	0.3%	4	0.7%	1	2.2%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	2.5%	32	0.9%	1	0.0%	0	0.0%	0	2.2%	4	3.2%	1	18.8%	18	6.2%	2	2.6%	1	0.0%	0	0.8%	0	0.8%	0	0.0%	0	1.5%	2
Rugby Town Centre (Not listed above)	8.9%	116	4.5%	6	0.0%	0	17.7%	36	14.9%	30	16.8%	5	2.4%	2	14.0%	5	13.6%	8	6.8%	8	15.5%	3	8.0%	4	1.4%	1	4.3%	7
Solihull	0.6%	8	0.0%	0	0.0%	0	0.6%	1	1.6%	3	0.0%	0	2.1%	2	0.7%	0	1.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Southam	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alpine Carpet Warehouse, Station Close, Daventry	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
B&Q, Nene Valley Retail Park, Towcester Road, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Barwell	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Rugby Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Bilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Central London	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.6%	0	0.9%	0	0.0%	0
Clocktowers Shopping Centre, Rugby	1.1%	14	0.0%	0	0.0%	0	3.5%	7	2.9%	6	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Home & Living, Chapel Street, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Torrington Avenue, Coventry	0.8%	10	0.0%	0	0.0%	0	0.0%	0	4.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darley Dale	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillmorton	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holbrooks	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croft Road, Coventry	0.4%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Ikea, Goslington, Bletcham Way, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Monarch Carpets Rugby, Central Park Local Centre, Bryant Road, Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Olney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Oxford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Mill, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Heath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Centre:MK, Milton Keynes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Whilton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.9%	0	1.4%	2
Woodford Halse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Internet / catalogue	6.7%	88	0.9%	1	2.7%	4	7.6%	16	8.4%	17	12.2%	4	2.4%	2	8.0%	3	9.7%	5	9.8%	12	14.8%	3	4.1%	2	23.6%	13	4.0%	6
(Dont know / varies)	17.4%	227	25.4%	34	34.5%	47	12.1%	25	17.2%	35	13.1%	4	7.7%	8	23.1%	9	21.8%	12	13.5%	16	6.2%	1	12.2%	6	9.4%	5	15.4%	25
(Dont do this type of shopping)	18.0%	234	24.0%	32	16.3%	22	22.3%	46	18.5%	38	19.6%	6	16.0%	16	18.9%	7	15.9%	9	11.8%	14	9.3%	2	29.2%	13	14.0%	8	13.3%	22
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q17AWhich Internet / home delivery retailer do you also use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Those who shop online at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Argos	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	0	0.0%	0	0.0%	0
Ebay	23.2%	20	0.0%	0	0.0%	0	8.2%	1	50.2%	9	0.0%	0	0.0%	0	0.0%	0	14.0%	1	16.7%	2	35.6%	1	20.4%	0	39.8%	5	21.8%	1
Homebase	1.5%	1	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea	3.0%	3	0.0%	0	0.0%	0	0.0%	0	15.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	1	0.0%	0	8.8%	0	0.0%	0	7.3%	0	0.0%	0	16.1%	2	0.0%	0
Littlewoods	2.9%	3	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	5.1%	5	0.0%	0	37.4%	1	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	17.5%	15	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.1%	2	44.9%	5	11.6%	0	0.0%	0	19.9%	3	56.5%	4
Atlantic Shopping	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dwell	1.5%	1	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just 4 Sofas	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laura Ashley	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	0	0.0%	0	11.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	37.2%	33	0.0%	0	62.6%	2	75.4%	12	9.1%	2	92.5%	4	34.4%	1	76.1%	2	31.1%	2	16.7%	2	32.1%	1	65.0%	1	24.2%	3	21.8%	1
Weighted base:		88		1		4		16		17		4		2		3		5		12		3		2		13		6
Sample:		83		1		3		7		6		8		3		8		6		7		13		4		13		4

Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Argos, Clocktowers Shopping Centre, Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Coventry	27.1%	354	73.9%	99	47.7%	65	20.9%	43	37.3%	76	12.4%	4	8.6%	8	39.9%	15	36.5%	20	16.2%	19	2.6%	0	1.6%	1	0.0%	0	1.2%	2
Homebase, Elliots Field Retail Park	10.3%	135	0.0%	0	0.0%	0	20.1%	41	20.2%	41	13.1%	4	0.0%	0	8.8%	3	22.6%	13	13.3%	16	15.3%	3	15.6%	7	0.6%	0	3.6%	6
Sainsburys Superstore, Dunchurch Road, Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Leicester Road, Rugby	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Junction One Retail Park, Rugby	0.6%	8	0.0%	0	0.0%	0	1.5%	3	1.3%	3	1.6%	1	0.0%	0	0.0%	0	0.8%	0	0.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Elliots Field Retail Park	1.8%	24	0.0%	0	0.0%	0	1.1%	2	2.0%	4	3.5%	1	0.0%	0	0.0%	0	2.2%	1	9.1%	11	4.8%	1	1.3%	1	0.0%	0	1.7%	3
Abbey Retail Park, Daventry	2.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	10.0%	5	16.5%	27
Airport Retail Park, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvis Retail Park, Coventry	0.4%	6	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	10.3%	6	0.0%	0
Central Six Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Retail Park, Daventry	3.6%	47	0.0%	0	0.0%	0	0.5%	1	0.0%	0	4.3%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.8%	0	12.1%	5	1.7%	1	23.0%	37
Elliots Field Retail Park, Rugby	2.4%	32	0.0%	0	0.0%	0	5.9%	12	2.8%	6	2.2%	1	0.0%	0	1.9%	1	3.3%	2	7.5%	9	0.0%	0	0.8%	0	0.0%	0	0.8%	1
Gallagher Retail Park, Coventry	0.2%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	1.8%	23	0.0%	0	0.0%	0	1.3%	3	6.2%	13	3.8%	1	0.8%	1	7.1%	3	2.1%	1	0.0%	0	1.1%	0	0.8%	0	0.0%	0	0.8%	1
Kettering Retail Park, Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, Northampton	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	2.8%	1	0.0%	0	6.6%	11
Riverside Retail Park, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Shire Retail Park / Leamington Shopping Park, Leamington Spa	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.3%	1	0.0%	0	1.5%	2
St Georges Retail Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
St James Retail Park,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	1.4%	1	0.0%	0	1.4%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Northampton																												
St Peters Way, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.4%	1	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Binley, Coventry	0.2%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	6.5%	6	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	13	0.0%	0
Bedworth	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	4.6%	60	5.0%	7	9.9%	13	8.6%	18	3.7%	8	1.6%	1	9.2%	9	5.1%	2	2.9%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	5.8%	76	0.0%	0	0.0%	0	3.5%	7	0.0%	0	6.8%	2	2.6%	3	0.7%	0	1.4%	1	0.0%	0	1.0%	0	9.9%	4	15.5%	8	30.7%	50
Hinckley Town Centre	0.7%	9	0.0%	0	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Long Buckby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lutterworth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.9%	6	18.0%	3	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	8.1%	4	5.3%	3	4.2%	7
Nuneaton Town Centre	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	2.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4	23.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Rugby Town Centre (Not listed above)	7.9%	102	4.6%	6	1.0%	1	20.7%	43	8.0%	16	11.5%	4	3.0%	3	16.5%	6	7.0%	4	9.3%	11	10.2%	2	9.2%	4	1.4%	1	0.8%	1
Southam	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nene Valley Retail Park, Towcester Road, Northampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.8%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	0.2%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Hill	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Store, Charlecote Gardens, Charlecote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.0%	1	0.0%	0	0.0%	0
Crick Garden Centre, West Haddon Road, Crick	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	8.1%	1	5.3%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
High March Industrial Estate, Daventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillmorton	0.2%	3	0.0%	0	0.0%	0	0.5%	1	0.8%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley	0.3%	4	0.0%	0	1.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Myton Road, Leamington Spa	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Sir Henry Parkes Road, Canley, Coventry	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Homebase, Springfield Street, Market Harborough	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury	1.0%	13	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	8	0.0%	0
New Duston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Somers Road, Rugby	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Stapleton	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Manors Business Park, Rockingham Road, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurlaston	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.6%	0	0.0%	0	0.0%	0
Whitley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Halse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wootton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.0%	0
Internet / catalogue	0.7%	9	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.9%	1	3.3%	2	0.0%	0	0.8%	0	3.0%	1	0.9%	0	1.4%	2
(Dont know / varies)	3.4%	44	3.1%	4	3.6%	5	2.6%	5	3.5%	7	2.5%	1	8.4%	8	3.3%	1	2.5%	1	2.0%	2	3.9%	1	2.4%	1	3.8%	2	3.2%	5
(Dont do this type of shopping)	10.1%	132	10.0%	13	15.1%	21	9.5%	20	11.7%	24	9.6%	3	14.6%	14	8.9%	3	6.2%	3	16.7%	20	3.0%	1	6.1%	3	4.5%	2	2.5%	4
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q18AWhich Internet / home delivery retailer do you also use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Those who shop online at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Amazon	20.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	0	0.0%	0	0.0%	0	81.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betterware	10.9%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crocus	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0
Doorsworld	24.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2
Screwfix	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	0	0.0%	0	0.0%	0
Selfridges	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	1	0.0%	0	0.0%	0
Travis Perkins	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	15.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.0%	1	0.0%	0	0.0%	0	18.3%	0	0.0%	0	0.0%	0	27.3%	0	0.0%	0	0.0%	0
Weighted base:		9		0		1		0		0		1		0		1		2		0		0		1		0		2
Sample:		16		0		1		0		0		4		0		2		3		0		1		3		1		1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	

Q19 Where do you normally do most of your household's shopping for all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Argos, Clocktowers Shopping Centre, Rugby	0.9%	12	0.0%	0	0.0%	0	3.9%	8	0.8%	2	1.0%	0	0.0%	0	2.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Chapel Street, Rugby	3.8%	49	0.0%	0	0.0%	0	6.9%	14	11.9%	24	1.0%	0	0.8%	1	3.8%	1	0.8%	0	1.3%	2	1.8%	0	7.5%	3	0.0%	0	1.4%	2
B&Q, Brandon Road, Coventry	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Airport Retail Park, Coventry	0.2%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Junction One Retail Park, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Superstore, Dunchurch Road, Rugby	3.6%	47	0.0%	0	0.0%	0	2.0%	4	15.4%	31	5.3%	2	0.0%	0	3.3%	1	2.2%	1	0.8%	1	0.0%	0	5.8%	3	0.6%	0	1.7%	3
Tesco, Leicester Road, Rugby	2.9%	37	0.0%	0	0.0%	0	6.5%	13	4.5%	9	0.0%	0	0.0%	0	3.6%	1	11.9%	7	2.0%	2	6.8%	1	4.6%	2	0.0%	0	0.8%	1
TKMaxx, Elliots Field Retail Park, Rugby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Arena Shopping Park, Coventry	0.6%	8	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Central Six Retail Park, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point Business Park, Coventry	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Retail Park, Daventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Elliots Field Retail Park, Rugby	1.0%	13	0.0%	0	0.0%	0	0.5%	1	1.9%	4	1.0%	0	1.3%	1	0.0%	0	2.8%	2	3.7%	4	1.1%	0	0.8%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	1.5%	19	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	15	1.1%	0	0.8%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	7.6%	99	0.0%	0	0.0%	0	7.1%	15	21.4%	44	7.0%	2	0.0%	0	13.8%	5	18.9%	11	10.9%	13	17.9%	3	11.2%	5	0.0%	0	0.8%	1
Riverside Retail Park, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Shire Retail Park / Leamington Shopping Park, Leamington Spa	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.4%	1	0.0%	0	0.6%	1
St Peters Way, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	2.4%	32	0.7%	1	22.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Warwickshire Shopping Park, Binley, Coventry	1.5%	19	14.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.3%	22	0.8%	1
Bedworth	0.5%	7	0.0%	0	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	9.4%	123	51.4%	69	29.8%	41	0.0%	0	0.0%	0	0.0%	0	6.6%	6	2.1%	1	5.5%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Daventry Town Centre	10.1%	132	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.6%	1	2.1%	2	1.6%	1	0.0%	0	0.0%	0	0.8%	0	12.5%	6	22.8%	12	66.6%	108
Hinckley Town Centre	1.5%	20	0.9%	1	9.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Kenilworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.5%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	0	0.0%	0	2.0%	1	0.0%	0	3.2%	4	1.0%	0	1.3%	1	0.0%	0	0.0%	0
Long Buckby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Lutterworth	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	0	7.1%	9	27.4%	5	1.5%	1	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.6%	0	0.0%	0	1.1%	0	0.8%	0	1.7%	1	0.0%	0
Northampton Town Centre	0.7%	9	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	11.3%	5	1.5%	1	0.9%	1
Nuneaton Town Centre	0.4%	6	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	3.9%	51	1.5%	2	0.7%	1	0.0%	0	2.4%	5	14.7%	5	34.9%	34	6.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Rugby Town Centre (Not listed above)	23.6%	307	5.3%	7	0.0%	0	61.2%	126	33.9%	69	45.7%	15	4.0%	4	34.7%	13	41.3%	23	19.2%	23	17.0%	3	21.3%	10	6.1%	3	6.8%	11
Solihull	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	15.4%	15	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.3%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.9%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Binley	0.6%	8	4.6%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley Woods	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownsover	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.3%	1	0.0%	0	0.0%	0
Clocktowers Shopping Centre, Rugby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Torrington Avenue, Coventry	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Park, Rushden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Hillmorton	0.2%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lillington	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	0.4%	5	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley	0.4%	5	1.6%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Tesco, Clifford Bridge Road, Coventry	0.4%	5	0.9%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, New Street, Daventry	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	8.1%	13
Towcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Ventura Retail Park, Tamworth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Waitrose, Bowen Square, Daventry	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.0%	2	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	4.6%	60	2.1%	3	1.0%	1	7.0%	14	1.9%	4	5.9%	2	11.2%	11	7.6%	3	3.6%	2	4.9%	6	8.6%	2	4.4%	2	10.1%	5	3.1%	5
(Dont know / varies)	2.4%	31	3.3%	4	5.3%	7	0.6%	1	2.3%	5	1.9%	1	5.1%	5	0.0%	0	3.2%	2	2.5%	3	3.2%	1	0.0%	0	3.2%	2	0.6%	1
(Dont do this type of shopping)	3.3%	43	6.6%	9	3.9%	5	1.6%	3	2.4%	5	7.8%	3	1.0%	1	2.1%	1	1.4%	1	6.2%	7	3.6%	1	0.6%	0	1.9%	1	3.6%	6
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q19AWhich Internet / home delivery retailer do you also use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrishes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc?

Those who shop online at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Amazon	29.3%	18	0.0%	0	0.0%	0	49.3%	7	0.0%	0	11.6%	0	60.9%	7	20.6%	1	0.0%	0	0.0%	0	32.8%	0	0.0%	0	46.3%	3	0.0%	0
Argos	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	0	14.0%	1	0.0%	0
Boots	9.0%	5	0.0%	0	0.0%	0	8.9%	1	69.1%	3	27.8%	1	7.2%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	2.1%	1	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.4%	2	0.0%	0	0.0%	0	0.0%	0	26.4%	1
John Lewis	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	0	0.0%	0	14.0%	1	0.0%	0
Sainsbury’s	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	1
Tesco	14.2%	9	69.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	0	0.0%	0	60.6%	4	8.9%	0	30.6%	1	17.2%	1	19.7%	1
All Beauty	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	0	0.0%	0	0.0%	0
Animal Aid	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0	0.0%	0	0.0%	0
Avon	4.2%	3	31.0%	1	0.0%	0	0.0%	0	0.0%	0	11.6%	0	12.0%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	0	0.0%	0	0.0%	0	0.0%	0
Forever Living	4.1%	2	0.0%	0	0.0%	0	14.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fragrance Direct	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Fraser	2.1%	1	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	2.3%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	0	37.4%	1	0.0%	0	0.0%	0	0.0%	0	8.4%	0	0.0%	0
QVC	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selfridges	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	1
Superdrug	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timetospa	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.3%	6	0.0%	0	0.0%	0	8.9%	1	31.0%	1	25.9%	0	7.2%	1	12.4%	0	45.8%	1	0.0%	0	12.5%	0	18.3%	0	0.0%	0	0.0%	0
Weighted base:		60		3		1		14		4		2		11		3		2		6		2		2		5		5
Sample:		67		2		1		6		2		7		9		7		4		5		9		5		6		4

Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Argos, Clocktowers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Chapel Street, Rugby	3.3%	43	0.0%	0	0.0%	0	1.3%	3	16.1%	33	0.0%	0	0.0%	0	2.4%	1	3.6%	2	1.3%	2	1.1%	0	6.6%	3	0.0%	0	0.0%	0
Sainsburys Superstore, Dunchurch Road, Rugby	2.9%	38	0.0%	0	0.0%	0	5.0%	10	9.8%	20	4.6%	1	0.0%	0	4.2%	2	1.4%	1	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.9%	1
Tesco, Leicester Road, Rugby	2.6%	34	0.0%	0	0.0%	0	5.5%	11	5.2%	11	0.0%	0	0.0%	0	4.2%	2	12.4%	7	0.6%	1	12.1%	2	1.6%	1	0.0%	0	0.0%	0
TKMaxx, Elliots Field Retail Park, Rugby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Arena Shopping Park, Coventry	0.3%	4	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Central Six Retail Park, Coventry	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point Business Park, Coventry	0.3%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Retail Park, Daventry	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	0	1.2%	2
Elliots Field Retail Park, Rugby	1.0%	12	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	0	0.0%	0	1.6%	1	1.5%	1	8.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.4%	6	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	6.5%	85	0.0%	0	0.0%	0	11.8%	24	14.8%	30	4.6%	1	0.0%	0	13.5%	5	17.8%	10	4.1%	5	10.4%	2	14.0%	6	0.0%	0	0.8%	1
Shire Retail Park / Leamington Shopping Park, Leamington Spa	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.0%	3
Walsgrave Retail Park, Coventry	2.1%	27	0.0%	0	19.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Binley, Coventry	0.7%	9	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.2%	29	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.7%	20	0.0%	0
Bedworth	0.8%	10	0.0%	0	7.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	8.4%	110	48.1%	64	28.4%	39	1.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	1	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	11.4%	149	0.0%	0	0.7%	1	0.6%	1	0.0%	0	5.2%	2	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.8%	0	8.6%	4	27.5%	15	76.9%	125
Hinckley Town Centre	0.8%	10	0.0%	0	6.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Buckby	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	17.6%	8	0.0%	0	0.0%	0
Lutterworth	5.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	57.3%	68	1.1%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Market Harborough Town Centre	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	29.8%	5	0.6%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.4%	1	0.0%	0
Northampton Town Centre	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	9.3%	4	0.9%	0	2.2%	4
Nuneaton Town Centre	0.5%	7	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	2.9%	37	2.1%	3	0.7%	1	0.0%	0	2.1%	4	14.0%	5	21.2%	21	5.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Rugby Town Centre (Not listed above)	23.3%	304	6.1%	8	0.0%	0	64.2%	132	39.8%	81	40.6%	13	1.3%	1	37.2%	14	34.2%	19	11.6%	14	19.6%	3	21.0%	10	1.4%	1	4.2%	7
Southam	3.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	47.5%	47	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Stratford upon Avon Town Centre	0.5%	7	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolvey	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilton	1.2%	15	0.0%	0	0.0%	0	0.0%	0	6.5%	13	0.0%	0	1.3%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley	0.9%	12	8.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley Woods	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinklow	0.3%	4	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownsover	0.2%	3	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulkington	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Castle Quay Shopping Centre, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clocktowers Shopping Centre, Rugby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	2.5%	1	0.0%	0	0.0%	0
Crown Park, Rushden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Dunchurch	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ernesford Grange	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guilsborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.8%	0	0.0%	0	0.0%	0
Hillmorton	0.5%	7	0.0%	0	0.0%	0	2.2%	4	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lillington	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Itchington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malton, North Yorkshire	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley	0.5%	7	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton under Bardon	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton-on-Dunsmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Tesco Extra, Lockheed Close, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco, Clifford Bridge Road, Coventry	0.4%	5	0.7%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, New Street, Daventry	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.5%	1	4.2%	7
Towcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Waitrose, Bowen Square, Daventry	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	3
Walsgrave	0.5%	7	0.9%	1	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolston	0.4%	5	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Halse	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	7	0.0%	0
Internet / catalogue	1.4%	18	3.0%	4	1.0%	1	0.0%	0	0.8%	2	7.5%	2	3.6%	4	1.9%	1	1.4%	1	1.6%	2	2.1%	0	1.3%	1	0.0%	0	0.6%	1
(Dont know / varies)	2.1%	27	2.1%	3	3.7%	5	2.2%	4	0.8%	2	1.6%	1	1.6%	2	2.6%	1	9.2%	5	2.2%	3	3.8%	1	0.8%	0	0.0%	0	0.6%	1
(Dont do this type of shopping)	3.1%	41	3.7%	5	0.7%	1	3.5%	7	2.0%	4	5.3%	2	7.4%	7	3.7%	1	1.2%	1	0.0%	0	3.9%	1	3.6%	2	5.4%	3	4.5%	7
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q20A Which Internet / home delivery retailer do you also use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.)?

Those who shop online at Q20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Asda	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	49.1%	9	48.9%	2	0.0%	0	0.0%	0	0.0%	0	67.4%	2	37.4%	1	50.0%	0	0.0%	0	100.0%	2	50.1%	0	100.0%	1	0.0%	0	100.0%	1
Chemist Direct	9.9%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.1%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	7.4%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pharmacy2U	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Supplements	6.4%	1	29.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.8%	2	21.9%	1	0.0%	0	0.0%	0	0.0%	0	20.4%	0	22.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		18		4		1		0		2		2		4		1		1		2		0		1		0		1
Sample:		21		3		1		0		1		3		4		2		1		2		2		1		0		1

Q21 Where do you normally do most of your household's shopping for all other goods including jewellery & watches; glassware, china, tableware and household utensils and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Argos, Clocktowers Shopping Centre, Rugby	1.1%	15	0.0%	0	0.0%	0	0.0%	0	4.0%	8	1.0%	0	0.0%	0	0.7%	0	5.9%	3	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1
Asda Superstore, Chapel Street, Rugby	0.6%	8	0.0%	0	0.0%	0	0.7%	1	1.3%	3	0.0%	0	0.0%	0	6.1%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elliots Field Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Fosse Shopping Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Fosse Shopping Park, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Superstore, Dunchurch Road, Rugby	0.9%	11	0.0%	0	0.0%	0	0.0%	0	3.6%	7	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.4%	2
Tesco, Leicester Road, Rugby	0.5%	6	0.0%	0	0.0%	0	1.5%	3	0.8%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Junction One Retail Park, Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	0	0.8%	0	0.0%	0	0.0%	0
TKMaxx, Elliots Field Retail Park, Rugby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	1	2.1%	0	1.3%	1	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Cannon Park Shopping Centre, Coventry	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Retail Park, Daventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Elliots Field Retail Park, Rugby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	1.1%	14	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0	8.1%	10	1.1%	0	5.3%	2	0.0%	0	0.0%	0
Gallagher Retail Park, Coventry	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail & Leisure Park, Rugby	0.3%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Orchard Retail Park, Coventry	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shire Retail Park / Leamington Shopping Park, Leamington Spa	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.3%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Binley, Coventry	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.3%	30	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	9.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	16	2.6%	4
Bedworth	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.8%	36	7.3%	10	3.9%	5	0.6%	1	1.3%	3	0.9%	0	2.2%	2	0.7%	0	13.2%	7	3.0%	4	0.0%	0	0.8%	0	5.5%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Coventry City Centre	5.9%	77	20.9%	28	19.3%	26	2.8%	6	2.7%	6	7.6%	2	6.0%	6	6.1%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	1.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.2%	1	5.2%	3	12.7%	21
Hinckley Town Centre	0.5%	7	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Leicester City Centre	2.4%	31	2.9%	4	2.4%	3	1.0%	2	1.3%	3	2.5%	1	0.0%	0	1.0%	0	1.4%	1	11.1%	13	4.6%	1	1.3%	1	0.0%	0	1.4%	2
Lutterworth	0.6%	8	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.7%	6	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	10.8%	2	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	2.5%	33	0.0%	0	0.0%	0	4.0%	8	0.0%	0	1.9%	1	0.0%	0	1.6%	1	1.7%	1	0.0%	0	1.1%	0	11.7%	5	4.2%	2	9.3%	15
Northampton Town Centre	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	4.2%	2	1.9%	1	9.1%	15
Nuneaton Town Centre	0.6%	8	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	5.8%	76	4.6%	6	1.0%	1	1.8%	4	6.9%	14	9.0%	3	33.7%	33	9.9%	4	6.9%	4	0.8%	1	0.8%	0	1.6%	1	2.4%	1	2.6%	4
Rugby Town Centre (Not listed above)	15.7%	205	7.1%	10	0.0%	0	34.7%	71	26.6%	54	30.4%	10	4.1%	4	19.8%	8	20.3%	11	13.7%	16	18.9%	3	17.5%	8	0.6%	0	5.3%	9
Solihull	0.7%	10	2.0%	3	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.9%	2	0.0%	0	2.7%	2	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.8%	1
Southam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon Town Centre	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	5	0.9%	1	2.3%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Central London	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.6%	2	0.0%	0	1.7%	1	1.3%	2	2.7%	0	1.5%	1	0.0%	0	0.0%	0
Ikea, Croft Road, Coventry	0.8%	11	0.0%	0	0.0%	0	4.1%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Ikea, Giltbrook Retail Park, Ikea Way, Giltbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Goslington, Bletcham Way, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muscott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clifford Bridge Road, Coventry	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Centre:MK, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	10.5%	137	3.6%	5	9.8%	13	11.5%	24	13.1%	27	14.4%	5	3.0%	3	7.6%	3	9.3%	5	12.2%	15	9.4%	2	12.2%	6	11.9%	6	14.9%	24
(Dont know / varies)	9.2%	119	12.0%	16	12.2%	17	8.4%	17	6.9%	14	2.7%	1	8.5%	8	11.4%	4	13.9%	8	8.4%	10	5.2%	1	6.7%	3	6.3%	3	10.3%	17
(Dont do this type of shopping)	27.7%	361	32.0%	43	34.4%	47	29.0%	60	27.8%	57	22.9%	7	27.4%	27	26.0%	10	15.2%	8	22.1%	26	30.4%	5	31.0%	14	28.8%	16	25.3%	41
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Rugby Household Survey
for Carter Jonas

Q21A Which Internet / home delivery retailer do you also use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)

Those who shop online at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Amazon	25.0%	34	24.4%	1	80.3%	11	10.9%	3	6.1%	2	0.0%	0	47.3%	1	20.5%	1	14.6%	1	6.8%	1	51.1%	1	63.8%	4	39.3%	3	30.6%	7
Argos	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2
Asda	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Ebay	7.5%	10	0.0%	0	9.8%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	8.2%	0	0.0%	0	7.1%	0	27.8%	7
John Lewis	2.4%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	10.9%	0	0.0%	0	12.5%	1	0.0%	0
Next	5.2%	7	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	5	0.0%	0	6.6%	0	7.5%	0	0.0%	0
Tesco	0.9%	1	25.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ernest Jones	0.9%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fossil	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0
H.Samuel	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1
QVC	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swarovski	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1
The Guardian	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Jewel Hut	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WatchShop.com	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	51.8%	71	50.0%	2	9.8%	1	74.1%	18	82.2%	22	85.7%	4	52.7%	2	70.3%	2	76.7%	4	52.3%	8	29.7%	0	11.9%	1	33.7%	2	20.6%	5
Weighted base:		137		5		13		24		27		5		3		3		5		15		2		6		6		24
Sample:		113		4		5		13		8		11		4		7		11		9		8		10		9		14

Q22 What key improvements to Rugby Town Centre, its shops and its services can you think of that would encourage you to visit the town more often than you currently do for non-food and food shopping purchases, and / or visit for the first time? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Better / safer access by foot	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by road	3.5%	45	7.0%	9	1.9%	3	1.5%	3	0.0%	0	0.0%	0	6.6%	6	3.9%	2	0.0%	0	3.8%	5	4.0%	1	1.7%	1	3.6%	2	8.9%	14
Better public transport	1.7%	22	3.6%	5	0.7%	1	1.1%	2	1.4%	3	3.3%	1	0.0%	0	1.4%	1	0.8%	0	3.8%	4	2.3%	0	2.0%	1	1.8%	1	1.4%	2
Buildings - improvements to quality	1.3%	16	1.8%	2	1.0%	1	0.0%	0	1.6%	3	0.0%	0	3.8%	4	2.6%	1	2.5%	1	0.0%	0	5.6%	1	2.9%	1	0.0%	0	0.6%	1
Car parking - better security / safety	0.6%	8	1.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	0	0.8%	0	2.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Car parking - better signage	1.3%	17	4.3%	6	2.6%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.8%	0	1.7%	2	1.8%	0	0.0%	0	0.9%	0	1.4%	2
Car parking - free	10.3%	134	11.3%	15	2.0%	3	10.5%	22	17.3%	35	18.5%	6	4.1%	4	5.2%	2	12.1%	7	7.4%	9	14.0%	2	15.6%	7	10.2%	6	9.9%	16
Car parking - more spaces	8.3%	109	7.4%	10	6.3%	9	7.4%	15	4.2%	9	10.0%	3	9.5%	9	10.9%	4	6.9%	4	10.0%	12	14.0%	2	14.8%	7	8.2%	4	12.4%	20
Dedicated cycle routes / parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled access / parking - more and / or better provision	0.4%	5	0.0%	0	0.7%	1	0.6%	1	0.6%	1	1.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Policing - more and / or higher profile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.2%	3	0.0%	0	0.0%	0	0.5%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public spaces / green space - more and / or better quality / provision	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public toilets - more, cleaner, safer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seats / benches / flower displays - more and / or better provision	0.3%	4	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security / CCTV - more and / or better	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Signage - more and / or better	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Streets - cleaner	0.9%	11	0.7%	1	1.0%	1	0.0%	0	1.3%	3	0.0%	0	0.8%	1	1.9%	1	0.8%	0	0.8%	1	0.0%	0	0.0%	0	2.2%	1	1.4%	2
Streets pedestrianised - more and / or better quality	0.5%	6	0.0%	0	1.0%	1	0.5%	1	1.4%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Banks, ATMs, etc. - more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrens' facilities - creche, etc.	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing & footwear shops generally - more and / or better choice	14.5%	188	8.8%	12	4.3%	6	37.8%	78	17.3%	35	6.5%	2	7.2%	7	19.9%	8	20.3%	11	8.3%	10	4.3%	1	14.0%	6	5.6%	3	5.9%	10
Womens' & girls' clothing & footwear - more and / or better choice	6.3%	83	3.3%	4	1.1%	2	20.3%	42	6.9%	14	4.6%	2	3.1%	3	2.6%	1	9.6%	5	4.6%	5	6.7%	1	7.0%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Mens' & boys' clothing & footwear - more and / or better choice	3.1%	40	0.9%	1	0.0%	0	9.2%	19	2.1%	4	3.4%	1	1.3%	1	1.9%	1	5.8%	3	5.1%	6	2.1%	0	0.6%	0	0.0%	0	1.7%	3
Baby clothing & footwear - more and / or better choice	1.9%	25	1.5%	2	0.0%	0	6.7%	14	4.2%	9	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Household goods - more and / or better choice	0.8%	10	0.9%	1	0.0%	0	2.8%	6	0.0%	0	1.4%	0	0.0%	0	0.7%	0	3.3%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Carpets, furniture & textile shops - more and / or better choice	0.7%	9	0.9%	1	0.0%	0	1.0%	2	0.9%	2	0.9%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Toy shops - more and / or better choice	0.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hairdressers - more & or better choice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other health & beauty shops (e.g. nail / tanning parlours) - more and / or better choice	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	1.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food stores - more and / or better choice	2.6%	34	0.0%	0	0.0%	0	10.6%	22	1.7%	4	2.6%	1	0.8%	1	3.8%	1	3.0%	2	0.6%	1	0.0%	0	3.6%	2	0.6%	0	0.9%	1
National multiple shops / High Street shops - more and / or better quality	21.3%	278	23.9%	32	1.7%	2	27.2%	56	31.5%	64	20.0%	7	12.9%	13	21.2%	8	37.8%	21	23.1%	28	19.2%	3	26.7%	12	5.1%	3	17.9%	29
Independent shops - more and / or better quality	11.8%	153	21.1%	28	0.7%	1	14.6%	30	14.6%	30	19.1%	6	2.6%	3	14.9%	6	17.0%	9	14.4%	17	13.4%	2	10.5%	5	4.2%	2	8.5%	14
Boutiques / designer shops - more and / or better quality	4.3%	56	13.7%	18	1.0%	1	5.8%	12	6.5%	13	1.9%	1	1.6%	2	6.3%	2	4.5%	3	0.0%	0	4.6%	1	7.2%	3	0.0%	0	0.0%	0
Pound shops - more provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping malls - more and / or better quality	0.6%	7	0.0%	0	0.0%	0	1.3%	3	0.6%	1	0.0%	0	0.6%	1	2.4%	1	0.8%	0	0.8%	1	0.8%	0	0.8%	0	0.0%	0	0.0%	0
Shops / services open latter during the week & at weekends	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	2	0.0%	0	0.8%	0	0.6%	0	0.8%	1
Street markets - farmers' market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - other	0.5%	6	0.0%	0	0.0%	0	0.5%	1	1.3%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cafés - more and / or better quality	0.6%	8	0.9%	1	0.0%	0	0.7%	1	0.8%	2	0.7%	0	0.0%	0	1.8%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	1.5%	1	0.0%	0
Restaurants - more and / or better quality	0.6%	8	0.0%	0	1.0%	1	0.6%	1	0.0%	0	0.7%	0	0.0%	0	1.0%	0	1.7%	1	0.8%	1	0.8%	0	0.8%	0	4.7%	3	0.0%	0
Pubs & wine bars - more and / or better choice	0.7%	9	0.0%	0	1.0%	1	3.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.8%	10	0.9%	1	0.0%	0	0.7%	1	0.8%	2	0.0%	0	3.5%	3	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	0	1.7%	1	0.0%	0
Keep the Marks & Spencer	2.3%	30	2.8%	4	0.0%	0	5.1%	11	3.8%	8	3.9%	1	0.0%	0	1.7%	1	0.8%	0	0.8%	1	5.5%	1	0.6%	0	0.0%	0	1.9%	3

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
store																												
New department store	1.2%	16	0.7%	1	0.0%	0	1.1%	2	2.6%	5	1.6%	1	1.6%	2	1.9%	1	0.8%	0	1.3%	2	0.0%	0	0.8%	0	0.0%	0	1.4%	2
Fewer empty shops	1.7%	22	2.4%	3	0.0%	0	0.0%	0	1.9%	4	2.3%	1	1.6%	2	1.0%	0	4.4%	2	2.7%	3	2.1%	0	2.8%	1	0.9%	0	3.0%	5
Fewer charity shops	2.0%	27	1.5%	2	0.0%	0	2.7%	6	4.2%	9	5.2%	2	0.0%	0	4.2%	2	1.2%	1	0.8%	1	2.8%	0	3.6%	2	0.9%	0	1.7%	3
Better range of shops in general	3.0%	39	2.1%	3	0.0%	0	1.9%	4	7.8%	16	1.6%	1	0.8%	1	6.7%	3	0.0%	0	3.2%	4	2.8%	0	1.2%	1	0.0%	0	4.6%	7
Need updating / looks rundown	1.4%	18	0.0%	0	0.0%	0	0.9%	2	2.9%	6	0.9%	0	3.9%	4	0.0%	0	1.4%	1	1.4%	2	1.0%	0	1.7%	1	0.9%	0	1.4%	2
New book shop	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a Debenhams store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
New DIY store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Presence of a John Lewis store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
New music store	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	0	1.3%	1	0.0%	0	0.0%	0
New pet store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.8%	140	11.1%	15	34.0%	46	1.6%	3	1.4%	3	6.7%	2	18.4%	18	12.2%	5	3.7%	2	10.1%	12	7.9%	1	6.8%	3	18.1%	10	12.1%	20
(Nothing)	21.2%	277	28.0%	37	48.3%	66	4.5%	9	5.6%	11	15.5%	5	31.2%	31	13.7%	5	11.5%	6	20.7%	25	25.1%	4	18.1%	8	50.6%	27	25.2%	41
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Mean score: Definitely = 2, Probably = 1, No = 0

Q23 Once the redeveloped Elliots Field Retail Park opens later this year (key retailers in the scheme will include Debenhams, M&S, Next, Outfit, Clarks, TK Maxx) do you expect that you, or members of your household, will visit the retail park more often than the centre / retail location you currently normally shop in? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Yes, I will definitely (100% likely) visit Elliots Field more often than the centre / retail location I currently normally visit	37.0%	482	28.6%	38	8.0%	11	48.4%	100	52.4%	107	39.9%	13	9.1%	9	38.2%	15	53.1%	30	58.2%	69	37.0%	7	45.0%	20	19.0%	10	32.9%	54
Yes, I will probably (50% likely) visit Elliots Field more often than the centre / retail location I currently normally visit	35.1%	458	36.9%	49	30.0%	41	34.4%	71	29.8%	61	41.7%	14	44.4%	44	38.9%	15	35.7%	20	28.9%	34	40.6%	7	34.3%	16	26.6%	14	44.6%	73
No, I will not visit Elliots Field when it opens and it will not change my current shopping patterns / preferences	19.3%	251	20.9%	28	41.8%	57	12.5%	26	15.6%	32	16.4%	5	36.1%	35	17.0%	7	9.8%	5	8.7%	10	15.4%	3	18.0%	8	41.4%	22	7.5%	12
(Not sure / Don't know)	8.6%	112	13.7%	18	20.1%	27	4.7%	10	2.1%	4	2.1%	1	10.5%	10	5.9%	2	1.5%	1	4.3%	5	6.9%	1	2.7%	1	13.1%	7	14.9%	24
Mean:		*1.19*		*1.09*		*0.58*		*1.38*		*1.38*		*1.24*		*0.70*		*1.23*		*1.44*		*1.52*		*1.23*		*1.28*		*0.74*		*1.30*
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Mean score: Every trip = 1, Once every 2 trips = 2, Once every 3 trips = 3, Once every 4 trips = 4, Once every 5 trips = 5, Once every 10 trips = 10, Less frequently = 15

Q24 If you do visit Elliots Field when it opens, how often do you think you will link your shopping trip on the same day with a trip to Rugby Town Centre for shopping and other activities?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Every trip	11.5%	150	10.5%	14	11.8%	16	10.1%	21	6.3%	13	9.0%	3	10.3%	10	12.6%	5	4.8%	3	16.9%	20	11.9%	2	9.9%	4	17.9%	10	18.1%	29
Once every 2 trips	8.9%	116	7.1%	9	2.4%	3	15.3%	31	7.9%	16	9.9%	3	2.5%	2	4.3%	2	7.9%	4	7.2%	9	11.3%	2	12.5%	6	6.3%	3	14.8%	24
Once every 3 trips	5.6%	73	2.1%	3	1.0%	1	1.9%	4	7.2%	15	6.1%	2	17.0%	17	4.8%	2	3.8%	2	9.7%	12	8.1%	1	4.9%	2	6.2%	3	5.4%	9
Once every 4 trips	2.2%	29	0.9%	1	1.0%	1	0.7%	1	1.6%	3	4.0%	1	1.7%	2	6.0%	2	2.6%	1	5.4%	6	1.8%	0	0.8%	0	0.0%	0	5.0%	8
Once every 5 trips	0.9%	11	3.4%	5	0.0%	0	0.0%	0	0.8%	2	1.1%	0	0.8%	1	0.7%	0	0.8%	0	1.6%	2	0.0%	0	0.6%	0	0.0%	0	0.6%	1
Once every 10 trips	1.1%	14	0.7%	1	0.0%	0	0.0%	0	2.0%	4	0.7%	0	0.0%	0	0.0%	0	4.3%	2	2.4%	3	4.0%	1	0.8%	0	0.9%	0	1.4%	2
Less frequently	4.6%	59	4.8%	6	1.7%	2	1.3%	3	5.8%	12	5.4%	2	4.3%	4	5.7%	2	6.9%	4	6.5%	8	4.3%	1	7.0%	3	3.7%	2	6.5%	10
Never	52.0%	678	48.2%	64	62.9%	86	58.1%	120	61.8%	126	55.4%	18	48.3%	47	54.2%	21	61.0%	34	39.5%	47	47.4%	8	51.1%	23	45.3%	24	36.2%	59
(Varies / don't know)	13.3%	173	22.4%	30	19.2%	26	12.7%	26	6.6%	14	8.5%	3	15.1%	15	11.7%	4	7.7%	4	10.7%	13	11.1%	2	12.4%	6	19.7%	11	12.2%	20
Mean:		*3.99*		*4.40*		*2.72*		*2.33*		*5.11*		*4.34*		*3.88*		*4.35*		*6.20*		*4.25*		*4.12*		*4.63*		*3.23*		*3.82*
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Q26 Do you or your household visit the following leisure attractions… [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Bingo / casino / bookmaker	7.2%	93	4.5%	6	7.9%	11	8.4%	17	5.0%	10	3.5%	1	8.4%	8	6.6%	3	3.1%	2	10.5%	13	0.0%	0	2.3%	1	0.9%	0	13.2%	21
Cinema	61.1%	796	45.5%	61	47.9%	65	68.7%	141	58.4%	119	43.3%	14	63.5%	62	64.2%	25	68.4%	38	70.1%	84	55.6%	10	63.2%	29	60.5%	33	71.4%	116
Gym / health club / sports facility	25.8%	336	25.4%	34	17.9%	24	33.6%	69	30.3%	62	18.1%	6	24.6%	24	21.6%	8	39.4%	22	22.1%	26	26.4%	5	25.4%	11	13.1%	7	22.5%	37
Theatre / concert / music venue	47.1%	614	41.6%	56	46.2%	63	49.2%	101	41.2%	84	40.7%	13	42.8%	42	42.1%	16	52.7%	29	59.7%	71	57.8%	10	48.5%	22	50.8%	27	48.2%	78
Museum / gallery or place of historical / cultural interest	40.5%	528	40.6%	54	31.5%	43	49.9%	103	33.4%	68	30.8%	10	41.8%	41	42.0%	16	52.1%	29	45.2%	54	37.8%	7	34.8%	16	48.8%	26	37.7%	61
Pub / bar / nightclub	55.9%	729	58.8%	79	42.3%	58	56.6%	116	56.5%	115	40.7%	13	64.3%	63	52.9%	20	65.5%	36	56.4%	67	66.4%	12	54.6%	25	56.5%	31	57.8%	94
Restaurant / café	79.3%	1034	77.8%	104	64.0%	87	88.2%	182	75.9%	155	63.4%	21	86.4%	85	78.0%	30	85.7%	48	82.4%	98	76.2%	13	77.2%	35	82.3%	44	81.2%	132
Family entertainment (e.g. tenpin bowling, skating rink)	34.0%	443	26.0%	35	20.0%	27	34.8%	72	30.8%	63	16.8%	5	36.1%	35	22.5%	9	39.8%	22	42.3%	50	23.4%	4	38.2%	17	38.7%	21	50.7%	82
(None of these)	7.6%	99	9.5%	13	13.0%	18	2.3%	5	12.7%	26	19.1%	6	4.9%	5	5.4%	2	5.3%	3	5.1%	6	7.2%	1	3.6%	2	7.5%	4	5.4%	9
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

Mean score [Times a year]: Once a week = 52, Once a fortnight = 26, Once a month = 12, Once every two months = 6, Once every six months = 2, Once a year = 1

Q27 How often do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those who said bingo / casino / bookmaker at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Once a week	43.5%	41	100.0%	6	45.6%	5	31.9%	6	43.6%	4	47.3%	1	84.0%	7	78.9%	2	0.0%	0	61.0%	8	0.0%	0	26.4%	0	0.0%	0	11.2%	2
Once a fortnight	4.6%	4	0.0%	0	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	10.6%	0	0.0%	0	5.7%	1	0.0%	0	36.8%	0	0.0%	0	6.3%	1
Once a month	21.3%	20	0.0%	0	33.1%	4	12.4%	2	15.4%	2	26.3%	0	0.0%	0	10.6%	0	73.7%	1	20.6%	3	0.0%	0	36.8%	0	100.1%	0	34.5%	7
Once every two months	17.1%	16	0.0%	0	0.0%	0	40.9%	7	25.6%	3	0.0%	0	16.0%	1	0.0%	0	26.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	4
Once every six months	11.1%	10	0.0%	0	12.2%	1	7.4%	1	0.0%	0	26.3%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	2	0.0%	0	0.0%	0	0.0%	0	27.2%	6
Once a year	1.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know / varies)	1.4%	1	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*28.01*		*52.00*		*28.02*		*22.32*		*30.07*		*28.29*		*44.63*		*45.02*		*10.42*		*35.93*		*0.00*		*27.70*		*12.00*		*13.40*
Weighted base:		93		6		11		17		10		1		8		3		2		13		0		1		0		21
Sample:		70		6		9		9		6		4		6		7		4		6		0		3		1		9

Q27AWhere do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those who said bingo / casino / bookmaker at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Gala Bingo Coventry Savoy, Savoy Buildings, Radford Road, Coventry	3.6%	3	14.9%	1	0.0%	0	0.0%	0	15.4%	2	27.6%	0	0.0%	0	10.6%	0	19.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo Coventry Walsgrave, Brade Drive, Coventry	23.5%	22	0.0%	0	48.7%	5	58.8%	10	0.0%	0	0.0%	0	52.8%	4	23.6%	1	0.0%	0	12.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth	2.6%	2	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	10.3%	10	50.5%	3	12.7%	1	0.0%	0	15.4%	2	26.3%	0	16.0%	1	34.2%	1	26.3%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	26.8%	25	0.0%	0	0.0%	0	15.2%	3	0.0%	0	26.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.2%	1	0.0%	0	100.0%	21
Rugby	9.8%	9	0.0%	0	0.0%	0	18.5%	3	43.6%	4	19.7%	0	0.0%	0	31.7%	1	27.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Ex-Servicemens Club & Institute, Church Street, Crick	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.8%	0	0.0%	0	0.0%	0
Walsgrave	2.3%	2	0.0%	0	20.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.9%	6	34.7%	2	0.0%	0	7.4%	1	25.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0
Weighted base:		93		6		11		17		10		1		8		3		2		13		0		1		0		21
Sample:		70		6		9		9		6		4		6		7		4		6		0		3		1		9

Mean score [Times a year]: Once a week = 52, Once a fortnight = 26, Once a month = 12, Once every two months = 6, Once every six months = 2, Once a year = 1

Q28 How often do you or members of your household normally go to the cinema?
Those who said cinema at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Once a week	2.8%	23	0.0%	0	2.1%	1	3.2%	5	2.3%	3	0.0%	0	1.3%	1	8.0%	2	2.9%	1	5.8%	5	0.0%	0	0.0%	0	8.8%	3	1.9%	2
Once a fortnight	7.7%	61	4.0%	2	5.5%	4	7.5%	11	8.2%	10	7.3%	1	1.3%	1	6.4%	2	8.6%	3	12.4%	10	6.4%	1	16.4%	5	1.1%	0	10.3%	12
Once a month	33.9%	270	36.9%	22	37.1%	24	42.5%	60	38.3%	46	25.0%	4	25.4%	16	34.6%	9	48.9%	19	28.5%	24	38.4%	4	34.9%	10	22.9%	7	22.2%	26
Once every two months	33.9%	270	35.3%	21	27.0%	18	35.7%	51	32.4%	39	25.0%	4	30.6%	19	32.7%	8	19.4%	7	22.2%	19	30.5%	3	36.3%	10	53.3%	17	46.8%	54
Once every six months	16.8%	134	20.9%	13	15.5%	10	10.1%	14	16.4%	20	28.4%	4	35.8%	22	13.5%	3	18.2%	7	18.6%	16	16.7%	2	10.1%	3	10.3%	3	15.0%	17
Once a year	3.4%	27	1.5%	1	12.8%	8	0.0%	0	1.4%	2	9.9%	1	4.7%	3	0.0%	0	0.9%	0	8.2%	7	8.0%	1	0.0%	0	1.1%	0	2.8%	3
(Dont know / varies)	1.5%	12	1.5%	1	0.0%	0	0.9%	1	1.0%	1	4.4%	1	0.9%	1	4.7%	1	1.2%	0	4.3%	4	0.0%	0	2.3%	1	2.5%	1	0.9%	1
Mean:		*10.09*		*8.13*		*9.03*		*11.18*		*10.32*		*7.39*		*6.70*		*12.83*		*11.26*		*11.97*		*8.51*		*11.09*		*11.31*		*9.58*
Weighted base:		796		61		65		141		119		14		62		25		38		84		10		29		33		116
Sample:		713		41		43		55		55		45		57		56		62		72		50		59		52		66

Q28AWhere do you or members of your household normally go to the cinema?
Those who said cinema at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Cineworld Cinemas, Junction One Retail & Leisure Park, Rugby	69.2%	551	33.3%	20	3.6%	2	95.4%	135	95.7%	114	94.6%	13	45.9%	29	87.6%	22	96.6%	37	86.3%	72	82.2%	8	76.9%	22	16.3%	5	61.7%	72
Forum Cinema, Northampton	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	4.6%	2	11.7%	14
Odeon Cinema, Kettering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Odeon Cinema, Freemens Park, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bermuda Park, St David’s Way, Nuneaton	0.6%	5	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Skydome, Coventry	2.7%	21	14.9%	9	16.4%	11	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Coventry	9.0%	72	46.9%	29	50.4%	33	0.9%	1	0.0%	0	1.6%	0	8.5%	5	4.0%	1	2.1%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Highcross Shopping Centre, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.9%	2	3.3%	0	0.0%	0	0.0%	0	0.0%	0
Vue Cinemas, Leamington Spa	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	15	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.5%	0	0.0%	0
Vue Cinemas, Meridian Leisure Park, Leicester	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	6	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	1.8%	15	0.0%	0	13.0%	8	0.9%	1	0.0%	0	0.0%	0	4.3%	3	0.0%	0	1.2%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliot's Field Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	6	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.4%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	6.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	12.8%	4	50.3%	16	23.7%	28
Nuneaton	0.3%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	1.4%	11	0.0%	0	0.0%	0	1.9%	3	2.0%	2	2.2%	0	0.0%	0	1.1%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	3.8%	1	2.0%	2
Warwick	0.4%	4	2.9%	2	1.5%	1	0.0%	0	0.0%	0	1.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Welford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	7	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.1%	1	0.0%	0
Weighted base:		796		61		65		141		119		14		62		25		38		84		10		29		33		116
Sample:		713		41		43		55		55		45		57		56		62		72		50		59		52		66

Mean score [Times a year]: Once a week = 52, Once a fortnight = 26, Once a month = 12, Once every two months = 6, Once every six months = 2, Once a year = 1

Q29 How often do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who said gym / health club / sports facility at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Once a week	89.5%	301	90.6%	31	89.0%	22	81.7%	57	89.9%	56	94.9%	6	89.5%	22	88.1%	7	85.1%	19	96.4%	25	88.0%	4	96.8%	11	79.3%	6	100.0%	37
Once a fortnight	0.8%	3	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	0	3.2%	0	0.0%	0	0.0%	0
Once a month	2.9%	10	0.0%	0	0.0%	0	3.1%	2	7.6%	5	0.0%	0	0.0%	0	0.0%	0	6.3%	1	3.6%	1	0.0%	0	0.0%	0	6.5%	0	0.0%	0
Once every two months	1.3%	4	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	0	6.5%	1	0.0%	0	8.1%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know / varies)	5.2%	18	5.8%	2	11.0%	3	11.8%	8	2.5%	2	5.1%	0	3.3%	1	7.6%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	1	0.0%	0
Mean:		*49.78*		*51.00*		*52.00*		*48.84*		*48.88*		*52.00*		*49.08*		*49.84*		*46.40*		*50.56*		*47.26*		*51.17*		*48.98*		*52.00*
Weighted base:		336		34		24		69		62		6		24		8		22		26		5		11		7		37
Sample:		279		19		15		26		24		21		23		17		33		21		22		24		15		19

Q29AWhere do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who said gym / health club / sports facility at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Active Woman Health & Fitness Centre, Rugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Bannatyne Health Club, Banbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry Sports & Leisure Centre, Coventry	0.8%	3	0.0%	0	4.0%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Leisure Centre, Daventry	6.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	27.3%	2	47.1%	17
David Lloyd, Leicester, Narborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enderby Leisure Centre, Leicestershire	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Griffin Centre, Rugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, Rugby	2.5%	8	0.0%	0	0.0%	0	3.9%	3	5.3%	3	12.7%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Hinckley Leisure Centre, Hinckley	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Lutterworth	5.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	71.7%	19	3.9%	0	0.0%	0	0.0%	0	0.0%	0
Mercure Brandon Hall Hotel and Spa Warwickshire	1.1%	4	7.3%	2	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Centre, Nuneaton	0.4%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Centre, Warwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby School Sports Centre, Rugby	3.4%	11	0.0%	0	0.0%	0	8.2%	6	1.9%	1	10.6%	1	0.0%	0	3.3%	0	15.2%	3	0.0%	0	6.8%	0	0.0%	0	0.0%	0	0.0%	0
Southam Leisure Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Connexion Leisure Club, Ryton	2.9%	10	19.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	30.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct Fitness, Rugby	4.8%	16	0.0%	0	0.0%	0	5.0%	3	18.6%	12	0.0%	0	0.0%	0	7.2%	1	1.5%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0
The Queen's Diamond Jubilee Centre, Rugby	19.9%	67	9.4%	3	0.0%	0	42.3%	29	41.7%	26	21.1%	1	0.0%	0	3.3%	0	30.1%	7	0.0%	0	2.9%	0	3.2%	0	0.0%	0	0.0%	0
Virgin Active Warwickshire, Coventry	1.3%	5	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Rugby	12.5%	42	6.1%	2	0.0%	0	14.0%	10	20.4%	13	3.8%	0	0.0%	0	22.6%	2	36.8%	8	7.4%	2	29.3%	1	23.5%	3	0.0%	0	3.7%	1
Wolston Leisure & Community Centre, Wolston	0.7%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0
Bedworth	0.8%	3	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	4.8%	16	31.4%	11	10.7%	3	1.4%	1	0.0%	0	0.0%	0	3.3%	1	4.3%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry	3.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	20.5%	1	19.0%	7

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Hinckley	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Buckby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	8.1%	1	0.0%	0	0.0%	0
Lutterworth	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	7
Northampton	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	5.3%	1	0.0%	0	6.1%	2
Rugby	4.3%	15	0.0%	0	0.0%	0	13.4%	9	2.6%	2	3.8%	0	0.0%	0	4.5%	0	4.3%	1	6.0%	2	4.1%	0	3.2%	0	0.0%	0	0.0%	0
Southam	4.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	0	55.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brandon Hall Hotel, Brandon Hall, Brandon	0.6%	2	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckby Health & Leisure, High Street, Long Buckby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Burbage	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Hellidon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	0	0.0%	0
New Leaf Fitness & Wellbeing, Wolston Lane, Ryton on Dunsmore	0.6%	2	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health Club, Holiday Inn, M1, Junction 18, Crick	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	1	12.9%	1	0.0%	0	0.0%	0
Towcester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	0	0.0%	0
Walsgrave	2.9%	10	0.0%	0	40.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood End	0.4%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Halse	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	0	0.0%	0
(Don't know / varies)	6.4%	21	0.0%	0	5.6%	1	11.8%	8	5.1%	3	5.1%	0	12.2%	3	8.9%	1	0.0%	0	0.0%	0	2.9%	0	22.8%	3	27.5%	2	0.0%	0
Weighted base:		336		34		24		69		62		6		24		8		22		26		5		11		7		37
Sample:		279		19		15		26		24		21		23		17		33		21		22		24		15		19

Mean score [Times a year]: Once a week = 52, Once a fortnight = 26, Once a month = 12, Once every two months = 6, Once every six months = 2, Once a year = 1

Q30 How often do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who said theatre / concert / music venue at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Once a week	0.4%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	1.2%	7	0.0%	0	1.6%	1	0.0%	0	1.9%	2	4.0%	1	0.0%	0	4.3%	1	1.6%	0	0.0%	0	1.8%	0	0.0%	0	2.5%	1	2.9%	2
Once a month	10.5%	65	7.5%	4	10.4%	7	8.9%	9	13.5%	11	18.6%	2	7.9%	3	10.6%	2	21.0%	6	14.8%	11	19.7%	2	12.4%	3	1.8%	0	5.4%	4
Once every two months	30.9%	190	41.2%	23	21.7%	14	42.6%	43	23.2%	20	31.2%	4	32.3%	14	21.1%	3	28.3%	8	42.5%	30	27.4%	3	29.3%	6	34.1%	9	15.5%	12
Once every six months	38.1%	234	32.8%	18	31.7%	20	34.5%	35	39.3%	33	30.8%	4	41.4%	17	47.9%	8	41.0%	12	33.7%	24	39.9%	4	41.6%	9	17.7%	5	57.1%	45
Once a year	14.7%	90	14.8%	8	23.3%	15	8.3%	8	17.5%	15	5.8%	1	16.6%	7	9.4%	2	3.2%	1	7.6%	5	9.4%	1	12.1%	3	40.2%	11	17.5%	14
(Dont know / varies)	4.2%	26	3.8%	2	11.4%	7	4.5%	5	4.5%	4	9.7%	1	0.0%	0	6.7%	1	3.5%	1	1.4%	1	1.9%	0	4.6%	1	3.8%	1	1.7%	1
Mean:		*4.75*		*4.34*		*4.31*		*5.30*		*4.69*		*6.42*		*4.85*		*5.06*		*6.51*		*5.15*		*5.46*		*4.40*		*3.81*		*3.70*
Weighted base:		614		56		63		101		84		13		42		16		29		71		10		22		27		78
Sample:		646		50		42		47		45		46		49		46		52		63		54		53		52		47

Q30AWhere do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

Those who said theatre/ concert / music venue at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Belgrade Theatre, Coventry	9.9%	61	42.7%	24	23.7%	15	1.9%	2	13.4%	11	4.1%	1	1.4%	1	3.9%	1	8.9%	3	2.7%	2	1.3%	0	4.7%	1	0.0%	0	1.8%	1
Rugby Theatre Society, Henry Street	9.9%	61	1.6%	1	0.0%	0	35.3%	36	14.3%	12	9.7%	1	0.0%	0	17.1%	3	18.6%	5	1.3%	1	1.9%	0	1.2%	0	0.0%	0	1.8%	1
The Bridge House Theatre, Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
The Royal Shakespeare Company, Stratford-upon-Avon	1.3%	8	2.2%	1	2.5%	2	0.0%	0	1.4%	1	0.0%	0	5.1%	2	2.3%	0	2.7%	1	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0
The Swan Theatre, Stratford-upon-Avon	0.6%	4	0.0%	0	1.6%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Bedworth	0.4%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	16.4%	101	17.7%	10	5.3%	3	29.7%	30	10.6%	9	16.4%	2	21.4%	9	18.6%	3	23.6%	7	20.4%	15	7.6%	1	13.7%	3	5.4%	1	9.5%	7
Coventry	2.9%	18	5.3%	3	7.1%	4	1.3%	1	1.9%	2	7.2%	1	3.1%	1	12.7%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.7%	1
Fosse Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley	1.2%	7	0.0%	0	6.2%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	2.8%	17	0.0%	0	1.6%	1	0.0%	0	3.1%	3	0.0%	0	17.2%	7	14.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	2.9%	2
Leicester	4.9%	30	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	6.2%	2	34.3%	24	4.4%	0	7.2%	2	0.0%	0	0.0%	0
Lutterworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	9.8%	2	3.0%	1	9.9%	8
Northampton	8.6%	53	0.0%	0	0.0%	0	2.1%	2	0.0%	0	14.8%	2	0.0%	0	0.0%	0	5.9%	2	1.3%	1	32.2%	3	16.1%	4	28.7%	8	39.8%	31
Rugby	5.5%	34	2.2%	1	0.0%	0	11.0%	11	12.9%	11	19.3%	3	1.9%	1	2.3%	0	7.3%	2	0.0%	0	1.3%	0	4.7%	1	0.0%	0	4.7%	4
Stratford upon Avon	1.9%	12	4.2%	2	2.1%	1	0.0%	0	1.9%	2	5.8%	1	4.7%	2	3.3%	1	0.0%	0	1.4%	1	1.8%	0	0.0%	0	3.5%	1	1.3%	1
Warwick	1.9%	11	1.6%	1	2.2%	1	2.1%	2	4.5%	4	0.0%	0	1.9%	1	6.1%	1	3.2%	1	0.0%	0	1.9%	0	1.7%	0	0.0%	0	0.0%	0
Central London / West End	14.4%	88	7.1%	4	10.8%	7	9.9%	10	10.9%	9	10.6%	1	24.0%	10	4.6%	1	1.5%	0	23.4%	17	14.9%	2	16.2%	4	34.5%	9	18.4%	14
Cheltenham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gielgud Theatre, Shaftesbury Avenue, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth House Hotel and Theatre, Lutterworth Road, North Kilworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Llandudno	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Oxford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Plymouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Walsgrave	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Yelvertoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.1%	80	15.4%	9	27.1%	17	6.6%	7	18.3%	15	12.4%	2	17.1%	7	13.3%	2	18.9%	6	7.8%	6	13.7%	1	20.8%	5	3.4%	1	4.8%	4
Weighted base:		614		56		63		101		84		13		42		16		29		71		10		22		27		78
Sample:		646		50		42		47		45		46		49		46		52		63		54		53		52		47

Mean score [Times a year]: Once a week = 52, Once a fortnight = 26, Once a month = 12, Once every two months = 6, Once every six months = 2, Once a year = 1

Q31 How often do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?
Those who said museum / gallery or place of historical / cultural interest at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Once a week	1.4%	8	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Once a fortnight	0.9%	5	0.0%	0	3.0%	1	0.0%	0	0.0%	0	5.0%	0	1.9%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	3.1%	1	0.0%	0
Once a month	7.7%	41	11.8%	6	5.3%	2	1.3%	1	15.1%	10	8.1%	1	6.6%	3	9.7%	2	14.8%	4	11.3%	6	10.6%	1	6.3%	1	4.4%	1	3.7%	2
Once every two months	27.5%	145	24.5%	13	19.9%	9	40.7%	42	19.9%	14	19.7%	2	23.5%	10	37.7%	6	30.9%	9	28.6%	15	24.1%	2	34.2%	5	40.7%	11	13.3%	8
Once every six months	33.8%	178	35.6%	19	36.5%	16	21.5%	22	45.9%	31	40.3%	4	31.8%	13	17.0%	3	19.2%	6	39.8%	21	43.9%	3	32.3%	5	29.7%	8	44.6%	27
Once a year	21.2%	112	15.4%	8	26.1%	11	14.5%	15	19.2%	13	18.0%	2	26.2%	11	21.0%	3	30.2%	9	20.4%	11	21.4%	1	17.0%	3	17.6%	5	33.0%	20
(Dont know / varies)	7.4%	39	12.7%	7	9.1%	4	15.0%	15	0.0%	0	8.9%	1	9.9%	4	7.9%	1	4.9%	1	0.0%	0	0.0%	0	5.6%	1	4.4%	1	5.5%	3
Mean:		*4.80*		*4.30*		*3.98*		*7.97*		*4.11*		*4.87*		*4.01*		*6.21*		*4.54*		*4.07*		*3.81*		*5.85*		*4.76*		*2.60*
Weighted base:		528		54		43		103		68		10		41		16		29		54		7		16		26		61
Sample:		538		42		36		42		35		36		46		39		47		52		39		40		50		34

Q31AWhere do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?
Those who said museum / gallery or place of historical / cultural interest at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Coventry Transport Museum	3.9%	20	15.2%	8	5.3%	2	2.1%	2	3.8%	3	9.5%	1	0.0%	0	0.0%	0	9.9%	3	1.8%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Herbert Art Gallery & Museum, Coventry	4.0%	21	14.4%	8	14.6%	6	2.2%	2	3.8%	3	0.0%	0	0.0%	0	4.6%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Rugby Art Gallery Museum & Library	3.1%	16	3.6%	2	0.0%	0	1.9%	2	7.5%	5	2.2%	0	0.0%	0	5.0%	1	7.3%	2	1.8%	1	4.1%	0	3.5%	1	0.0%	0	3.8%	2
Banbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Birmingham	7.4%	39	1.6%	1	7.4%	3	11.6%	12	12.6%	9	5.4%	1	11.5%	5	4.3%	1	6.8%	2	1.8%	1	0.0%	0	4.7%	1	0.0%	0	8.1%	5
Coventry	2.1%	11	1.6%	1	7.8%	3	1.3%	1	0.0%	0	2.2%	0	4.6%	2	12.3%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Leamington Spa	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	3.3%	18	0.0%	0	7.4%	3	6.9%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	10.4%	6	7.4%	0	3.9%	1	0.0%	0	0.0%	0
London	24.9%	131	11.9%	6	23.1%	10	18.7%	19	31.2%	21	27.0%	3	22.9%	9	27.0%	4	10.0%	3	33.4%	18	16.3%	1	25.9%	4	25.3%	7	41.5%	25
Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	1.4%	7	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	4.6%	1	2.6%	1	3.3%	2
Nuneaton	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	3.0%	16	0.0%	0	0.0%	0	8.8%	9	4.7%	3	7.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	2.2%	1
Stratford upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.3%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	7.2%	38	0.0%	0	0.0%	0	8.0%	8	4.1%	3	7.2%	1	13.6%	6	0.0%	0	1.6%	0	14.2%	8	26.1%	2	22.9%	4	9.4%	2	7.3%	4
Compton Verney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	7.6%	1	0.0%	0	2.9%	2	0.0%	0	2.3%	0	21.3%	6	3.7%	2
Portsmouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Shipston-on-Stour	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
The Fitzwilliam Museum, Trumpington Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Tring	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.4%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	32.3%	171	51.6%	28	27.6%	12	31.5%	32	25.2%	17	32.2%	3	35.3%	14	27.4%	4	53.7%	16	23.3%	13	40.5%	3	29.7%	5	28.3%	7	26.5%	16
Weighted base:		528		54		43		103		68		10		41		16		29		54		7		16		26		61
Sample:		538		42		36		42		35		36		46		39		47		52		39		40		50		34

Mean score [Times a year]: Once a week = 52, Once a fortnight = 26, Once a month = 12, Once every two months = 6, Once every six months = 2, Once a year = 1

Q32 How often do you or members of your household normally go to a pub / bar / nightclub / music venue?
Those who said pub / bar / nightclub at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Once a week	38.0%	277	49.8%	39	65.8%	38	19.4%	23	36.9%	43	51.9%	7	40.7%	26	35.6%	7	26.4%	10	53.3%	36	44.2%	5	47.9%	12	36.0%	11	23.4%	22
Once a fortnight	22.7%	165	13.0%	10	6.8%	4	31.2%	36	24.9%	29	15.9%	2	23.7%	15	20.8%	4	20.2%	7	10.6%	7	23.7%	3	14.0%	3	35.1%	11	35.4%	33
Once a month	20.4%	149	25.8%	20	14.4%	8	23.2%	27	28.6%	33	21.2%	3	12.0%	8	12.3%	2	30.6%	11	16.5%	11	13.9%	2	28.5%	7	18.3%	6	11.4%	11
Once every two months	11.4%	83	6.0%	5	5.7%	3	13.9%	16	4.6%	5	9.4%	1	10.5%	7	14.7%	3	13.8%	5	12.0%	8	9.2%	1	3.6%	1	6.9%	2	27.3%	26
Once every six months	2.8%	20	1.6%	1	1.7%	1	1.2%	1	5.0%	6	1.7%	0	9.4%	6	1.3%	0	4.1%	2	0.0%	0	3.9%	0	2.7%	1	2.6%	1	1.1%	1
Once a year	0.7%	5	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.2%	1	0.0%	0	1.4%	1
(Dont know / varies)	4.0%	29	3.8%	3	3.4%	2	11.2%	13	0.0%	0	0.0%	0	2.8%	2	15.3%	3	4.8%	2	5.3%	4	5.2%	1	1.1%	0	1.1%	0	0.0%	0
Mean:		*30.08*		*34.07*		*39.45*		*24.57*		*29.47*		*34.23*		*30.43*		*31.06*		*24.77*		*35.02*		*33.14*		*32.64*		*30.86*		*24.43*
Weighted base:		729		79		58		116		115		13		63		20		36		67		12		25		31		94
Sample:		682		54		43		49		52		44		61		45		57		52		61		56		56		52

Q32AWhere do you or members of your household normally go to a pub / bar / nightclub / music venue?
Those who said pub / bar / nightclub at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Banbury	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	7	0.0%	0
Birmingham	2.0%	14	1.6%	1	2.3%	1	2.3%	3	7.5%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	8.2%	60	45.5%	36	35.5%	20	0.0%	0	2.3%	3	0.0%	0	0.0%	0	1.3%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry	9.8%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	6.8%	2	73.2%	69
Elliot's Field Retail Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley	0.7%	5	0.0%	0	5.8%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenilworth	0.4%	3	1.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	4.1%	30	8.7%	7	2.3%	1	0.0%	0	3.6%	4	4.0%	1	19.8%	12	5.4%	1	7.9%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Leicester	1.4%	10	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	13.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Buckby	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	1.5%	0	13.7%	3	0.0%	0	0.0%	0
Lutterworth	5.1%	37	1.6%	1	2.4%	1	0.0%	0	0.0%	0	2.7%	0	0.0%	0	1.3%	0	0.0%	0	50.6%	34	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	3.2%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Northampton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	5.7%	1	0.0%	0	2.4%	2
Rugby	32.5%	237	7.3%	6	0.0%	0	80.7%	94	68.0%	79	43.7%	6	3.4%	2	29.7%	6	59.1%	22	8.6%	6	8.3%	1	10.7%	3	9.4%	3	11.7%	11
Southam	2.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	1.2%	9	0.0%	0	4.1%	2	1.9%	2	2.3%	3	0.0%	0	1.3%	1	1.3%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolvey	0.6%	4	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Green	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Badbury Clump	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Badby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Bilton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Itchington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.9%	3
Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Brighton	0.9%	7	8.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinklow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Broughton Astley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bubbenhall	0.4%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulkington	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Central London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.1%	0	3.1%	1	0.0%	0
Clifton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.3%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cold Ashby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Crick	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	47.7%	12	0.0%	0	0.0%	0
Culworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Dunchurch	2.0%	14	0.0%	0	0.0%	0	2.2%	3	8.7%	10	0.0%	0	0.0%	0	6.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlsdon	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Eydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Fenny Compton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Frankton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	10.1%	1	0.0%	0	0.0%	0	0.0%	0
Guilsborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Hellidon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Hillmorton	0.4%	3	0.0%	0	0.0%	0	1.9%	2	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunningham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilsby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Leire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lilbourne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Brington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.4%	1
Long Itchington	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	5.5%	3	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Lawford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Boddington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Marton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Kirby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Napton on the Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Naseby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Newnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Plymouth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Princethorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharnford	0.7%	5	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton-on-Dunsmore	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Boddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Walsgrave	0.6%	5	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Bec	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Welford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0
West Haddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	4.1%	1	0.0%	0	0.0%	0
Willoughby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Halse	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Yelvertoft	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	13.5%	99	19.6%	15	14.8%	9	11.2%	13	4.2%	5	15.9%	2	33.3%	21	20.6%	4	13.4%	5	11.7%	8	35.2%	4	7.8%	2	13.1%	4	7.3%	7
Weighted base:		729		79		58		116		115		13		63		20		36		67		12		25		31		94
Sample:		682		54		43		49		52		44		61		45		57		52		61		56		56		52

Mean score [Times a year]: Once a week = 52, Once a fortnight = 26, Once a month = 12, Once every two months = 6, Once every six months = 2, Once a year = 1

Q33 How often do you or members of your household normally go to a restaurant / café?
Those who said restaurant / café at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Once a week	27.4%	283	31.1%	32	38.2%	33	22.7%	41	32.7%	51	31.6%	7	23.1%	20	25.2%	8	26.9%	13	31.5%	31	31.7%	4	24.3%	9	18.5%	8	20.5%	27
Once a fortnight	26.2%	271	20.1%	21	24.2%	21	35.5%	64	18.7%	29	16.7%	3	21.2%	18	24.9%	7	33.9%	16	19.4%	19	12.4%	2	37.2%	13	26.8%	12	33.9%	45
Once a month	27.4%	283	32.1%	33	16.8%	15	19.7%	36	36.7%	57	36.9%	8	32.7%	28	30.2%	9	21.6%	10	32.0%	32	22.8%	3	27.3%	10	28.5%	13	23.7%	31
Once every two months	12.7%	132	8.1%	8	14.8%	13	15.7%	28	8.4%	13	6.3%	1	10.8%	9	9.8%	3	13.6%	6	14.0%	14	20.7%	3	7.7%	3	17.9%	8	16.5%	22
Once every six months	2.9%	30	2.5%	3	2.2%	2	1.2%	2	2.8%	4	3.2%	1	10.0%	8	3.8%	1	1.0%	0	2.4%	2	9.2%	1	1.6%	1	3.4%	1	1.5%	2
Once a year	0.6%	6	0.8%	1	1.5%	1	0.0%	0	0.8%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.8%	0	1.0%	1
(Dont know / varies)	2.9%	30	5.3%	6	2.2%	2	5.2%	9	0.0%	0	3.9%	1	2.2%	2	6.1%	2	3.0%	1	0.7%	1	3.3%	0	0.8%	0	4.2%	2	2.8%	4
Mean:		*25.91*		*27.21*		*29.79*		*25.71*		*26.83*		*26.68*		*22.81*		*25.40*		*27.03*		*26.34*		*24.66*		*26.33*		*22.06*		*24.02*
Weighted base:		1034		104		87		182		155		21		85		30		48		98		13		35		44		132
Sample:		1013		78		61		78		78		71		86		80		80		84		79		81		77		80

Q33AWhere do you or members of your household normally go to a restaurant / café?
Those who said restaurant / café at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Banbury	2.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.9%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	0	36.9%	16	0.0%	0
Bedworth	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.4%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.5%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	7.2%	75	41.6%	43	22.1%	19	1.4%	3	2.4%	4	2.6%	1	1.0%	1	5.2%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Daventry	6.1%	63	0.0%	0	0.0%	0	3.9%	7	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.3%	0	5.6%	2	11.1%	5	36.8%	48
Elliot's Field Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Hinckley	0.9%	9	0.0%	0	9.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 1 Retail Park	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.6%	1	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenilworth	0.3%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	5.4%	56	9.3%	10	3.1%	3	0.7%	1	1.8%	3	7.8%	2	37.1%	31	5.5%	2	0.9%	0	0.0%	0	0.0%	0	2.1%	1	3.5%	2	1.7%	2
Leicester	0.8%	8	0.0%	0	3.3%	3	0.5%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.9%	0	3.0%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Long Buckby	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	7.9%	3	0.8%	0	0.0%	0
Lutterworth	5.5%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.6%	1	56.2%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.7%	0	2.7%	3	19.4%	3	0.8%	0	0.0%	0	0.0%	0
Milton Keynes	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.5%	1	1.8%	2
Northampton	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	12.4%	4	0.8%	0	13.5%	18
Nuneaton	0.2%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	34.7%	359	10.2%	11	1.1%	1	68.9%	125	70.1%	109	52.1%	11	5.6%	5	47.6%	14	56.4%	27	12.5%	12	18.1%	2	23.0%	8	1.6%	1	25.3%	33
Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	0.3%	3	0.8%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolvey	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Badby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Bilton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binley	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Brinklow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burbage	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	0	0.9%	0	1.6%	2	0.0%	0	2.8%	1	1.1%	0	0.0%	0
Clifton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cold Ashby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Coton Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	18.2%	6	0.0%	0	0.0%	0
Culworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Dunchurch	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	7	3.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Earlsdon	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Haddon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Eaton, Oxfordshire	0.7%	7	0.0%	0	8.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Eydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Fenny Compton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Frankton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Grandborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hathern	0.8%	9	0.0%	0	0.0%	0	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunningham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lilbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Brington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Long Itchington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Napton on the Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Newnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Plymouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Preston Capes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Princethorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Priors Hardwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sharnford	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kilworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton-on-Dunsmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Towcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Upper Boddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Walsgrave	1.0%	11	0.0%	0	12.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
West Haddon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	5.8%	2	0.0%	0	0.0%	0
Whitnash	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Halse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
(Don't know / varies)	21.4%	222	35.3%	37	23.3%	20	23.2%	42	9.0%	14	20.2%	4	30.4%	26	23.1%	7	28.3%	13	13.5%	13	35.3%	5	14.1%	5	26.0%	12	18.1%	24
Weighted base:		1034		104		87		182		155		21		85		30		48		98		13		35		44		132
Sample:		1013		78		61		78		78		71		86		80		80		84		79		81		77		80

Mean score [Times a year]: Once a week = 52, Once a fortnight = 26, Once a month = 12, Once every two months = 6, Once every six months = 2, Once a year = 1

Q34 How often do you or members of your household normally go for family entertainment?
Those who said family entertainment at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Once a week	10.2%	45	21.3%	7	5.7%	2	13.1%	9	27.6%	17	0.0%	0	3.7%	1	0.0%	0	13.3%	3	3.2%	2	0.0%	0	2.1%	0	15.8%	3	0.0%	0
Once a fortnight	6.0%	27	5.7%	2	12.8%	3	7.8%	6	5.0%	3	0.0%	0	3.7%	1	4.2%	0	3.4%	1	3.2%	2	0.0%	0	2.1%	0	3.7%	1	9.0%	7
Once a month	19.1%	85	17.5%	6	35.0%	10	19.6%	14	15.0%	9	18.3%	1	17.8%	6	23.2%	2	14.3%	3	14.9%	8	31.4%	1	4.3%	1	4.4%	1	27.5%	23
Once every two months	20.5%	91	21.0%	7	8.4%	2	29.0%	21	6.7%	4	21.9%	1	33.0%	12	10.4%	1	16.5%	4	15.8%	8	19.4%	1	34.9%	6	51.7%	11	15.8%	13
Once every six months	24.7%	109	21.7%	8	14.6%	4	14.4%	10	25.5%	16	25.8%	1	14.9%	5	44.9%	4	30.8%	7	33.9%	17	28.7%	1	34.2%	6	6.8%	1	34.5%	28
Once a year	14.4%	64	12.9%	4	15.2%	4	11.3%	8	15.8%	10	17.0%	1	21.9%	8	6.2%	1	17.1%	4	25.1%	13	16.1%	1	11.3%	2	11.5%	2	8.1%	7
(Dont know / varies)	5.1%	23	0.0%	0	8.4%	2	4.8%	3	4.5%	3	17.0%	1	5.0%	2	11.1%	1	4.6%	1	4.0%	2	4.4%	0	11.1%	2	6.2%	1	5.0%	4
Mean:		*11.62*		*16.45*		*12.49*		*14.00*		*19.39*		*5.06*		*7.92*		*6.14*		*11.86*		*6.38*		*5.93*		*5.69*		*13.91*		*7.75*
Weighted base:		443		35		27		72		63		5		35		9		22		50		4		17		21		82
Sample:		335		22		16		27		25		16		32		20		28		36		16		32		24		41

Q34AWhere do you or members of your household normally go for family entertainment?
Those who said family entertainment at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Hollywood Bowl Leicester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midlands Roller Arena, Ashby Lane, Lutterworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Croft Road, Coventry	1.2%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	2	5.5%	0	0.0%	0	0.0%	0	3.4%	1	3.2%	2	28.5%	1	0.0%	0	0.0%	0	0.0%	0
Rugby Superbowl, Junction One Retail Park, Rugby	25.8%	114	0.0%	0	0.0%	0	6.2%	4	47.3%	30	37.1%	2	4.4%	2	22.9%	2	51.7%	11	41.9%	21	43.5%	2	61.9%	11	0.0%	0	35.6%	29
Tenpin Coventry	4.6%	20	41.7%	14	7.2%	2	0.0%	0	0.0%	0	9.2%	0	0.0%	0	8.5%	1	7.1%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin Leamington Spa	3.5%	15	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	32.4%	11	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Banbury	3.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	9	2.7%	2
Birmingham	2.8%	12	0.0%	0	0.0%	0	11.7%	8	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Coventry	7.3%	32	22.3%	8	13.0%	4	21.4%	15	0.0%	0	9.2%	0	7.4%	3	11.1%	1	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Fosse Park, Leicester	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley	0.4%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	31.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	1.0%	4	0.0%	0	8.6%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Buckby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Lutterworth	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	19.5%	4	2.7%	2
Northampton	10.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	11.7%	0	13.5%	2	21.9%	5	44.2%	36
Nuneaton	0.8%	4	3.6%	1	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	11.6%	51	5.7%	2	0.0%	0	23.8%	17	32.6%	21	16.7%	1	0.0%	0	14.2%	1	13.3%	3	7.9%	4	7.3%	0	2.2%	0	0.0%	0	2.7%	2
Solihull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.8%	3	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point Business Park, Gielgud Way, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction One Retail Park, Rugby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Northampton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	2.7%	2
SnowDome, Leisure Island, Riverdrive, Tamworth	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Sixfields Retail park, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave	3.0%	13	7.0%	2	39.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	13.2%	59	19.8%	7	18.0%	5	31.0%	22	5.1%	3	11.5%	1	9.4%	3	16.1%	1	13.5%	3	7.1%	4	4.4%	0	16.1%	3	12.1%	3	5.0%	4
Weighted base:		443		35		27		72		63		5		35		9		22		50		4		17		21		82
Sample:		335		22		16		27		25		16		32		20		28		36		16		32		24		41

Q36 What key improvements to Rugby Town Centre, its leisure facilities and leisure offer can you think of that would encourage you to visit the town more often than you currently do for different types of leisure activities, and / or visit for the first time? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Bingo halls - more and / or better choice	0.5%	7	0.0%	0	0.0%	0	1.6%	3	0.8%	2	1.6%	1	0.0%	0	0.7%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent cafés - more and / or better quality	0.8%	11	0.7%	1	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.2%	2	0.8%	1	0.0%	0	0.8%	0	1.4%	1	0.9%	1
Multiple cafés - more and / or better quality	0.7%	10	0.7%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	2.7%	1	6.8%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	1
Independent restaurants - more and / or better quality	2.8%	37	1.8%	2	0.0%	0	7.7%	16	1.3%	3	0.9%	0	0.8%	1	2.6%	1	6.4%	4	3.6%	4	1.1%	0	0.8%	0	5.3%	3	1.7%	3
Multiple restaurants - more and / or better quality	1.1%	14	1.6%	2	0.7%	1	1.3%	3	0.0%	0	0.9%	0	1.0%	1	0.0%	0	3.4%	2	0.8%	1	0.0%	0	0.0%	0	5.4%	3	0.9%	1
Family restaurants - more and / or better quality	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.9%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Pubs & wine bars - more and / or better choice	1.0%	13	0.0%	0	0.0%	0	4.1%	8	1.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubs - more and / or better provision	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Casino	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema (independent art house)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Cinema (multi-screen)	1.9%	24	1.8%	2	0.7%	1	4.0%	8	4.1%	8	2.5%	1	0.0%	0	1.0%	0	3.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.6%	8	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.5%	1	1.7%	1	2.2%	3	1.1%	0	0.6%	0	0.0%	0	0.9%	1
Library - more and / or better	0.3%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Museum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.9%	0	0.0%	0
Private health clubs / gyms - more and / or better provision	0.5%	7	0.9%	1	0.0%	0	0.0%	0	0.8%	2	0.7%	0	0.0%	0	0.9%	0	0.0%	0	2.7%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Public leisure centre - more and / or better provision	2.5%	32	1.5%	2	0.0%	0	3.5%	7	5.5%	11	1.0%	0	0.0%	0	2.1%	1	1.4%	1	3.5%	4	0.0%	0	0.8%	0	0.9%	0	3.0%	5
Swimming pool	3.4%	45	2.5%	3	0.0%	0	10.6%	22	1.3%	3	0.9%	0	0.0%	0	0.9%	0	0.8%	0	3.3%	4	2.9%	1	6.4%	3	1.7%	1	4.5%	7
Ten-pin bowling	6.1%	79	2.4%	3	0.0%	0	10.7%	22	12.1%	25	1.8%	1	0.0%	0	2.6%	1	4.4%	2	4.3%	5	0.8%	0	2.8%	1	0.6%	0	11.5%	19
Skating rink	2.6%	34	0.9%	1	0.0%	0	5.0%	10	5.8%	12	1.0%	0	1.3%	1	1.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.6%	6
Better access by road	0.4%	6	0.0%	0	0.0%	0	1.0%	2	0.0%	0	3.4%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	0	0.8%	0	0.6%	0	0.0%	0
Better public transport	1.0%	12	6.4%	9	0.7%	1	0.5%	1	0.0%	0	1.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Better / safer access by foot	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking - better security / safety	0.5%	6	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Car parking - better signage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking - free	1.5%	20	1.8%	2	0.0%	0	4.6%	9	0.0%	0	0.9%	0	2.6%	3	2.5%	1	2.2%	1	0.8%	1	0.0%	0	2.8%	1	0.6%	0	0.0%	0
Car parking - more spaces	1.4%	19	0.9%	1	0.0%	0	0.7%	1	2.9%	6	1.6%	1	0.8%	1	0.9%	0	1.5%	1	0.6%	1	1.1%	0	0.8%	0	2.1%	1	3.4%	5
Dedicated cycle routes / parking	0.3%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	0	1.7%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled access / parking - more and / or better	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
provision																												
Buildings - improvements to quality	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Policing - more and / or higher profile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public spaces / green space - more and / or better quality / provision	0.5%	6	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.7%	3
Public toilets - more, cleaner, safer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seats / benches / flower displays - more and / or better provision	0.4%	5	0.7%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security / CCTV - more and / or better	0.3%	4	1.5%	2	0.0%	0	0.5%	1	0.0%	0	1.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Signage - more and / or better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streets - cleaner	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Streets pedestrianised - more and / or better quality	0.3%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks, ATMs, etc. - more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrens' facilities - creche, etc.	1.6%	21	1.5%	2	0.0%	0	4.1%	8	2.8%	6	0.7%	0	1.3%	1	2.3%	1	0.8%	0	1.0%	1	1.1%	0	1.3%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of what's available	0.9%	12	0.0%	0	0.0%	0	0.6%	1	0.8%	2	0.0%	0	2.7%	3	0.0%	0	1.4%	1	1.3%	2	1.7%	0	0.8%	0	0.0%	0	2.0%	3
Better prices	0.8%	11	0.0%	0	0.0%	0	1.9%	4	0.8%	2	0.0%	0	0.0%	0	1.6%	1	6.5%	4	0.0%	0	0.0%	0	1.3%	1	0.9%	0	0.0%	0
More for younger people to do	1.8%	23	0.0%	0	0.0%	0	5.8%	12	1.3%	3	0.0%	0	0.0%	0	6.7%	3	0.8%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	2.2%	4
New music venue	0.9%	12	1.5%	2	0.7%	1	0.0%	0	2.4%	5	1.6%	1	0.0%	0	0.0%	0	0.8%	0	2.1%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0
New archery club	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better opening hours	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New pool / snooker hall	0.8%	10	0.0%	0	0.0%	0	0.0%	0	4.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for older people to do	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
New skate park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New soft play area	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
(Don't know)	24.9%	325	37.6%	50	41.1%	56	14.9%	31	21.8%	44	23.9%	8	25.8%	25	18.8%	7	9.2%	5	27.0%	32	12.5%	2	20.2%	9	24.9%	13	25.2%	41
(Nothing)	48.0%	626	38.3%	51	55.1%	75	33.6%	69	46.9%	96	59.3%	19	62.7%	61	49.4%	19	48.1%	27	51.5%	61	75.0%	13	57.9%	26	55.4%	30	47.8%	78
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
GEN Gender of respondent:																												
Male	33.6%	437	28.6%	38	43.6%	59	31.5%	65	33.2%	68	31.4%	10	29.6%	29	36.5%	14	39.5%	22	33.9%	41	32.3%	6	28.7%	13	50.4%	27	28.0%	46
Female	66.4%	866	71.4%	96	56.4%	77	68.5%	141	66.8%	137	68.6%	22	70.4%	69	63.5%	24	60.5%	34	66.1%	79	67.7%	12	71.3%	32	49.6%	27	72.0%	117
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100
AGE Can I ask how old you are please?																												
18-24	4.4%	58	0.0%	0	0.0%	0	8.0%	16	9.8%	20	5.8%	2	0.0%	0	6.0%	2	10.3%	6	5.1%	6	0.0%	0	5.1%	2	5.4%	3	0.0%	0
25-34	16.9%	220	19.4%	26	15.8%	22	34.5%	71	12.7%	26	10.1%	3	17.6%	17	5.2%	2	8.9%	5	13.2%	16	5.6%	1	13.3%	6	18.8%	10	9.1%	15
35-44	19.3%	251	13.3%	18	6.4%	9	17.8%	37	21.8%	44	10.7%	3	25.4%	25	17.2%	7	20.3%	11	20.0%	24	12.0%	2	18.9%	9	8.5%	5	35.9%	58
45-54	18.8%	245	12.4%	17	15.3%	21	14.4%	30	23.8%	49	16.5%	5	23.2%	23	14.1%	5	18.7%	10	27.1%	32	15.4%	3	21.0%	10	17.9%	10	19.0%	31
55-64	17.2%	224	22.2%	30	19.1%	26	9.8%	20	15.3%	31	17.3%	6	13.4%	13	21.6%	8	20.4%	11	19.2%	23	24.7%	4	22.0%	10	16.9%	9	19.9%	32
65+	21.7%	282	31.7%	42	38.8%	53	15.5%	32	14.9%	31	35.1%	11	17.4%	17	33.7%	13	19.4%	11	12.5%	15	39.9%	7	18.7%	8	29.4%	16	16.1%	26
(Refused)	1.8%	23	1.1%	1	4.6%	6	0.0%	0	1.8%	4	4.4%	1	2.9%	3	2.2%	1	1.9%	1	2.9%	3	2.4%	0	1.0%	0	3.1%	2	0.0%	0
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																												
Working full time	58.2%	758	44.0%	59	47.2%	64	67.2%	138	66.0%	135	44.0%	14	65.4%	64	37.3%	14	60.9%	34	63.4%	76	40.0%	7	55.2%	25	40.4%	22	65.0%	106
Working part time	6.8%	89	9.1%	12	3.0%	4	6.2%	13	4.6%	9	6.5%	2	4.9%	5	6.5%	2	4.5%	2	10.4%	12	6.7%	1	12.7%	6	10.2%	6	8.5%	14
Unemployed	1.5%	20	1.5%	2	0.0%	0	1.7%	4	5.0%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Retired	26.3%	343	36.8%	49	45.6%	62	19.0%	39	20.2%	41	39.7%	13	18.7%	18	40.6%	16	31.0%	17	17.6%	21	46.5%	8	20.4%	9	32.9%	18	19.1%	31
A housewife	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
A student	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Self employed	3.2%	41	1.8%	2	0.0%	0	1.3%	3	0.0%	0	6.1%	2	6.9%	7	12.1%	5	0.0%	0	5.4%	6	4.3%	1	7.6%	3	13.5%	7	3.1%	5
Sick / disabled	0.6%	7	1.1%	1	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.2%	41	5.7%	8	4.3%	6	4.6%	9	2.1%	4	3.7%	1	4.2%	4	0.9%	0	2.7%	2	2.5%	3	2.4%	0	1.4%	1	2.9%	2	0.6%	1
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

HOM How many people live in your home including yourself and children?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
One	11.9%	155	10.0%	13	17.7%	24	18.4%	38	8.7%	18	20.7%	7	11.0%	11	17.3%	7	6.2%	3	3.4%	4	17.9%	3	14.3%	6	7.3%	4	10.5%	17
Two	33.5%	436	42.8%	57	43.9%	60	29.6%	61	23.0%	47	39.3%	13	24.1%	24	50.3%	19	30.9%	17	33.5%	40	45.5%	8	37.3%	17	43.0%	23	31.1%	51
Three	16.1%	210	12.3%	16	7.8%	11	17.0%	35	18.0%	37	9.1%	3	20.9%	20	12.1%	5	17.2%	10	11.6%	14	14.5%	3	11.1%	5	17.8%	10	26.3%	43
Four	25.3%	329	23.9%	32	20.2%	28	24.4%	50	37.8%	77	27.0%	9	17.3%	17	12.5%	5	30.6%	17	39.2%	47	9.2%	2	19.1%	9	15.0%	8	18.3%	30
Five	8.3%	108	2.4%	3	1.0%	1	6.7%	14	8.7%	18	1.0%	0	19.0%	19	3.7%	1	11.2%	6	9.2%	11	5.2%	1	16.8%	8	13.4%	7	11.6%	19
Six	1.0%	13	1.5%	2	2.7%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	3.1%	1	0.0%	0	0.0%	0	4.5%	1	1.3%	1	0.0%	0	0.0%	0
Seven or more	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1
(Refused)	3.7%	48	7.1%	9	6.7%	9	4.0%	8	3.3%	7	2.9%	1	3.3%	3	0.9%	0	4.0%	2	3.1%	4	3.2%	1	0.0%	0	2.0%	1	1.5%	2
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

ADU How many adults aged 16 years and over, including yourself, live in your household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
One	15.5%	202	10.0%	13	18.6%	25	22.9%	47	15.0%	31	21.4%	7	11.8%	12	24.2%	9	6.2%	3	9.4%	11	17.9%	3	16.4%	7	8.6%	5	17.0%	28
Two	57.7%	751	60.1%	80	59.4%	81	56.8%	117	53.4%	109	59.4%	19	47.8%	47	57.6%	22	64.5%	36	61.3%	73	58.3%	10	58.0%	26	69.2%	37	57.2%	93
Three	12.5%	163	13.8%	18	8.6%	12	12.6%	26	9.1%	19	7.7%	2	17.8%	17	13.0%	5	14.4%	8	9.7%	12	13.6%	2	7.1%	3	16.7%	9	18.2%	30
Four or more	10.6%	138	9.1%	12	6.6%	9	3.8%	8	19.2%	39	8.7%	3	18.5%	18	4.3%	2	10.9%	6	16.5%	20	6.9%	1	18.5%	8	3.4%	2	6.1%	10
(Refused)	3.7%	49	7.1%	9	6.7%	9	4.0%	8	3.3%	7	2.9%	1	4.1%	4	0.9%	0	4.0%	2	3.1%	4	3.2%	1	0.0%	0	2.0%	1	1.5%	2
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

CHI How many children aged 15 years and under, live in your household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
None	59.8%	780	69.7%	93	71.6%	97	52.5%	108	53.0%	108	72.9%	24	57.7%	57	65.6%	25	60.0%	33	52.0%	62	75.4%	13	70.2%	32	66.7%	36	55.9%	91
One	12.7%	165	6.2%	8	3.3%	4	19.6%	40	15.0%	31	7.7%	3	16.3%	16	21.2%	8	6.0%	3	14.9%	18	9.8%	2	11.9%	5	4.9%	3	14.8%	24
Two	18.3%	239	17.0%	23	18.5%	25	20.6%	42	19.6%	40	15.5%	5	13.1%	13	8.3%	3	22.1%	12	21.5%	26	9.9%	2	13.5%	6	13.0%	7	21.5%	35
Three	5.4%	71	0.0%	0	0.0%	0	3.3%	7	9.9%	20	1.0%	0	9.6%	9	0.9%	0	8.0%	4	8.6%	10	1.7%	0	4.4%	2	11.1%	6	6.3%	10
Four or more	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
(Refused)	3.6%	47	7.1%	9	6.7%	9	4.0%	8	2.5%	5	2.9%	1	3.3%	3	2.5%	1	4.0%	2	3.1%	4	3.2%	1	0.0%	0	2.0%	1	1.5%	2
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

INC Approximately what is your total household income?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
£0 - £15,000	6.0%	79	8.1%	11	10.2%	14	4.6%	9	4.9%	10	6.2%	2	3.2%	3	11.0%	4	0.6%	0	2.6%	3	12.6%	2	5.1%	2	2.4%	1	9.8%	16
£15,001 - £20,000	3.1%	41	2.9%	4	1.4%	2	9.3%	19	0.0%	0	8.0%	3	0.6%	1	4.5%	2	0.6%	0	0.8%	1	2.9%	1	0.8%	0	1.4%	1	5.0%	8
£20,001 - £30,000	6.0%	79	2.9%	4	8.6%	12	4.8%	10	2.7%	6	3.8%	1	2.8%	3	16.1%	6	12.2%	7	6.6%	8	7.6%	1	4.0%	2	16.8%	9	6.7%	11
£30,001 - £40,000	7.1%	93	5.8%	8	10.2%	14	10.3%	21	6.0%	12	4.1%	1	6.1%	6	2.7%	1	3.0%	2	7.6%	9	6.6%	1	7.3%	3	7.6%	4	6.1%	10
£40,001 - £50,000	5.8%	76	8.2%	11	1.7%	2	3.0%	6	4.7%	10	3.2%	1	9.8%	10	3.6%	1	5.3%	3	6.7%	8	5.7%	1	7.8%	4	5.9%	3	10.0%	16
£50,001 - £60,000	5.3%	69	0.9%	1	1.9%	3	9.6%	20	7.3%	15	3.2%	1	4.4%	4	5.1%	2	8.2%	5	4.3%	5	3.9%	1	2.2%	1	3.6%	2	6.2%	10
£60,001 - £70,000	3.6%	47	0.0%	0	1.0%	1	7.1%	15	3.2%	6	1.5%	0	4.6%	4	0.0%	0	2.2%	1	3.2%	4	4.9%	1	7.4%	3	2.6%	1	5.6%	9
£70,001 - £80,000	2.5%	32	0.7%	1	0.0%	0	3.5%	7	3.6%	7	3.1%	1	3.8%	4	3.5%	1	2.2%	1	1.4%	2	1.0%	0	1.7%	1	2.1%	1	3.6%	6
£80,001 - £90,000	1.4%	19	1.5%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	9.7%	12	3.1%	1	1.3%	1	0.9%	0	0.9%	1
£90,001 - £100,000	2.8%	36	2.4%	3	0.0%	0	3.5%	7	5.1%	10	6.8%	2	0.8%	1	2.9%	1	3.1%	2	3.8%	4	0.0%	0	1.6%	1	2.8%	2	1.7%	3
£100,001 - £150,000	3.7%	49	0.0%	0	1.0%	1	4.6%	9	4.9%	10	4.5%	1	5.6%	6	0.9%	0	5.5%	3	5.1%	6	9.4%	2	6.5%	3	1.7%	1	3.6%	6
£150,001+	1.6%	21	0.0%	0	0.0%	0	0.6%	1	5.6%	12	1.9%	1	0.8%	1	1.6%	1	1.4%	1	3.0%	4	1.0%	0	1.3%	1	2.3%	1	0.0%	0
(Dont know / refused)	50.9%	664	66.8%	89	64.1%	87	38.7%	80	51.9%	106	53.7%	17	56.7%	56	48.2%	18	55.8%	31	45.3%	54	41.3%	7	52.9%	24	49.8%	27	40.9%	66
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
None	6.0%	78	2.0%	3	10.3%	14	7.6%	16	8.5%	17	3.4%	1	1.8%	2	5.9%	2	2.0%	1	0.0%	0	4.1%	1	4.0%	2	3.2%	2	10.9%	18
One	33.2%	433	35.2%	47	47.3%	64	38.2%	79	28.3%	58	29.5%	10	26.6%	26	35.7%	14	21.2%	12	28.2%	34	30.4%	5	26.6%	12	34.0%	18	33.4%	54
Two	40.1%	523	36.1%	48	28.9%	39	35.5%	73	43.6%	89	46.2%	15	36.2%	36	46.4%	18	49.3%	27	49.0%	58	38.4%	7	39.9%	18	37.1%	20	45.4%	74
Three or more	15.9%	208	18.4%	25	7.5%	10	10.1%	21	16.5%	34	18.0%	6	29.6%	29	9.9%	4	22.1%	12	19.5%	23	23.8%	4	28.9%	13	22.8%	12	9.0%	15
(Refused)	4.8%	62	8.4%	11	6.0%	8	8.7%	18	3.1%	6	2.9%	1	5.8%	6	2.1%	1	5.4%	3	3.3%	4	3.2%	1	0.6%	0	2.9%	2	1.2%	2
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Yes	60.3%	786	50.0%	67	36.6%	50	66.1%	136	68.4%	140	62.0%	20	48.3%	47	60.5%	23	75.5%	42	69.7%	83	59.0%	10	70.1%	32	63.9%	35	61.9%	101
No	39.7%	518	50.0%	67	63.4%	86	33.9%	70	31.6%	65	38.0%	12	51.7%	51	39.5%	15	24.5%	14	30.3%	36	41.0%	7	29.9%	14	36.1%	19	38.1%	62
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

QUOTA Zone:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Zone 1	10.3%	134	100.0%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.4%	136	0.0%	0	100.0%	136	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	15.8%	206	0.0%	0	0.0%	0	100.0%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	15.7%	204	0.0%	0	0.0%	0	0.0%	0	100.0%	204	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	2.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	7.5%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	2.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	4.3%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	9.2%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	18	0.0%	0	0.0%	0	0.0%	0
Zone 11	3.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	45	0.0%	0	0.0%	0
Zone 12	4.1%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54	0.0%	0
Zone 13	12.5%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	162
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

PC Postcode sector:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
CV2 2	5.6%	73	0.0%	0	53.7%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV21 1	5.9%	77	0.0%	0	0.0%	0	37.5%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV21 2	2.9%	38	0.0%	0	0.0%	0	18.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV21 3	3.8%	50	0.0%	0	0.0%	0	24.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV21 4	3.1%	40	0.0%	0	0.0%	0	19.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV22 5	3.4%	44	0.0%	0	0.0%	0	0.0%	0	21.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV22 6	5.4%	70	0.0%	0	0.0%	0	0.0%	0	34.3%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV22 7	6.9%	91	0.0%	0	0.0%	0	0.0%	0	44.3%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV23 0	4.3%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV23 8	2.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV23 9	2.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV3 2	6.0%	78	58.0%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV47 0	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV47 1	1.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV47 2	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV47 7	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV47 8	1.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV47 9	1.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV7 9	1.7%	23	0.0%	0	16.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV8 3	4.3%	56	42.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE10 3	3.1%	40	0.0%	0	29.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE17 4	5.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.3%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE17 5	1.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE17 6	2.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN11 0	2.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	29
NN11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
NN11 3	2.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.5%	37	0.0%	0
NN11 4	3.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	50
NN11 6	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.5%	17	0.0%	0
NN11 7	2.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	25
NN11 8	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8
NN11 9	3.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	49
NN6 6	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	18	0.0%	0	0.0%	0	0.0%	0
NN6 7	3.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	45	0.0%	0	0.0%	0
Weighted base:		1303		134		136		206		204		32		98		38		56		119		18		45		54		162
Sample:		1303		100		100		100		100		101		100		100		100		100		100		102		100		100

APPENDIX 4: CONVENIENCE GOODS MARKET SHARE ANALYSIS

Carter Jonas

TABLE 1: ALL FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre:														
Asda, Chapel Street	0.4%	0.0%	18.5%	9.4%	4.2%	1.0%	14.9%	9.3%	2.1%	7.2%	7.4%	0.1%	4.8%	6.4%
Iceland, Clock Towers	0.2%	0.0%	1.1%	4.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.9%
Marks & Spencer, High Street	0.2%	0.0%	1.1%	0.9%	1.8%	0.0%	4.6%	1.2%	0.1%	0.4%	0.5%	0.1%	0.1%	0.6%
Morrisons, Corporation Street	0.5%	0.0%	1.7%	1.2%	0.1%	0.2%	3.2%	0.4%	0.0%	0.2%	0.4%	0.4%	0.1%	0.7%
Sainsbury's Local, Clifton Road	0.0%	0.0%	0.2%	0.0%	0.4%	0.9%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other shops, Rugby Town Centre	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge and Out of Centre:														
Aldi, Central Park, Coton Park	0.0%	0.0%	18.3%	2.4%	1.9%	0.2%	1.3%	12.4%	9.4%	3.6%	0.8%	0.8%	0.0%	4.7%
Aldi, Paddox Close	0.1%	0.0%	10.0%	8.2%	19.1%	0.3%	2.3%	2.3%	0.3%	6.7%	9.9%	0.0%	2.3%	4.3%
Lidl, Bilton Road	1.3%	0.7%	2.6%	6.5%	1.0%	0.0%	7.1%	1.7%	0.1%	0.1%	1.1%	0.0%	0.2%	2.0%
Sainsburys, Dunchurch Road	2.5%	0.0%	14.3%	39.1%	27.0%	4.9%	13.7%	7.9%	1.6%	4.8%	15.6%	2.1%	7.0%	12.1%
Tesco, Leicester Road	0.0%	0.0%	15.1%	4.6%	5.9%	0.0%	11.4%	26.2%	4.5%	19.4%	3.6%	0.4%	1.5%	5.8%
Local Centres:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Bilton Village	0.0%	0.0%	0.0%	2.6%	0.1%	0.0%	2.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Local shops, Bilton	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Hillmorton	0.0%	0.0%	0.9%	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.0%	0.2%
Sainsbury's Local, Hillmorton Road	1.4%	0.0%	2.5%	1.6%	2.1%	1.8%	0.5%	0.0%	0.0%	0.2%	1.2%	0.6%	0.7%	1.1%
Local shops, Hillmorton	0.0%	0.0%	0.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express, Helvellyn Way, Brownsover	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.5%	5.3%	0.5%	0.8%	0.0%	0.0%	0.0%	0.8%
Other local shops and local centres	9.1%	1.1%	5.6%	11.2%	3.0%	0.3%	13.1%	5.0%	0.3%	0.6%	1.2%	0.9%	0.3%	4.5%
RUGBY BOROUGH	**15.5%**	**1.8%**	**96.0%**	**92.4%**	**68.1%**	**9.6%**	**77.3%**	**73.3%**	**19.0%**	**44.4%**	**42.2%**	**5.5%**	**17.0%**	**45.1%**
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	27.4%	0.0%	1.4%
Coventry	75.6%	63.7%	0.6%	2.1%	0.4%	0.5%	9.7%	12.8%	0.4%	0.8%	0.1%	0.0%	0.1%	15.6%
Daventry	0.0%	0.0%	0.2%	0.2%	10.5%	2.8%	1.7%	0.0%	1.2%	3.3%	20.7%	33.2%	70.9%	11.0%
Hinckley	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.9%	0.8%
Leamington Spa	0.2%	0.0%	0.3%	0.4%	4.5%	20.0%	2.5%	0.0%	0.6%	0.0%	0.2%	0.3%	0.0%	2.0%
Leicester	0.0%	2.7%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%	5.1%	0.7%	0.0%	0.0%	0.0%	0.9%
Lutterworth	0.0%	2.3%	0.4%	0.3%	0.2%	0.0%	0.5%	5.7%	54.6%	6.2%	1.5%	3.3%	0.0%	6.3%
Market Harborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	24.5%	0.7%	0.0%	0.0%	0.7%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	3.6%	6.9%	1.6%	3.2%	0.7%
Nuneaton	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Other	6.0%	14.7%	2.1%	1.4%	10.3%	57.8%	5.1%	2.4%	5.7%	13.4%	22.2%	23.3%	2.5%	10.6%
OUTSIDE RUGBY BOROUGH	**81.8%**	**95.5%**	**3.6%**	**4.4%**	**25.9%**	**83.3%**	**19.5%**	**21.2%**	**72.1%**	**52.5%**	**52.2%**	**88.9%**	**77.6%**	**50.7%**
INTERNET SHOPPING	2.7%	2.7%	0.4%	3.1%	6.0%	7.1%	3.2%	5.5%	8.9%	3.1%	5.6%	5.5%	5.4%	4.2%
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: MAIN FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre:														
Asda, Chapel Street	0.0%	0.0%	20.4%	7.7%	2.9%	1.4%	20.7%	10.7%	2.3%	6.4%	9.5%	0.0%	6.7%	7.2%
Iceland, Clock Towers	0.0%	0.0%	0.5%	6.4%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Marks & Spencer, High Street	0.0%	0.0%	0.7%	0.9%	0.9%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Morrisons, Corporation Street	0.7%	0.0%	2.1%	1.4%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.0%	0.7%
Sainsbury's Local, Clifton Road	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other shops, Rugby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge and Out of Centre:														
Aldi, Central Park, Coton Park	0.0%	0.0%	21.7%	2.9%	1.8%	0.0%	0.0%	14.1%	12.9%	1.7%	0.0%	0.9%	0.0%	5.8%
Aldi, Paddox Close	0.0%	0.0%	12.3%	6.4%	22.0%	0.0%	2.3%	2.8%	0.0%	8.7%	13.4%	0.0%	2.8%	4.6%
Lidl, Bilton Road	1.7%	1.0%	3.5%	6.1%	1.0%	0.0%	7.3%	1.5%	0.0%	0.0%	0.8%	0.0%	0.0%	2.1%
Sainsburys, Dunchurch Road	3.5%	0.0%	16.9%	53.6%	33.9%	6.4%	18.0%	8.9%	1.7%	6.5%	20.3%	2.1%	8.2%	15.8%
Tesco, Leicester Road	0.0%	0.0%	17.9%	5.7%	6.5%	0.0%	14.7%	33.4%	4.4%	24.8%	4.6%	0.6%	1.7%	6.9%
Local Centres:														
Tesco Express, Bilton Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Bilton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Hillmorton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Hillmorton Road	1.6%	0.0%	0.0%	0.8%	0.7%	2.2%	0.7%	0.0%	0.0%	0.0%	1.5%	0.9%	0.0%	0.6%
Local shops, Hillmorton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Helvellyn Way, Brownsover	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.7%	1.4%	0.8%	1.0%	0.0%	0.0%	0.0%	0.3%
Other local shops and local centres	2.6%	0.7%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.6%
RUGBY BOROUGH	**10.0%**	**1.7%**	**96.6%**	**93.2%**	**69.7%**	**11.3%**	**75.1%**	**73.3%**	**22.1%**	**49.2%**	**51.6%**	**5.2%**	**19.4%**	**46.3%**
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	30.6%	0.0%	1.4%
Coventry	80.5%	67.8%	0.5%	2.1%	0.0%	0.0%	10.1%	12.7%	0.0%	0.8%	0.0%	0.0%	0.0%	16.2%
Daventry	0.0%	0.0%	0.0%	0.0%	9.9%	3.3%	2.3%	0.0%	1.4%	3.7%	22.5%	36.7%	67.2%	11.5%
Hinckley	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	1.4%	0.8%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	5.9%	21.7%	1.7%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.9%
Leicester	0.0%	2.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	5.4%	1.1%	0.0%	0.0%	0.0%	0.8%
Lutterworth	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.7%	5.6%	51.0%	6.1%	1.7%	4.8%	0.0%	5.6%
Market Harborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	28.2%	0.6%	0.0%	0.0%	0.7%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	7.8%	0.9%	2.9%	0.7%
Nuneaton	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Other	5.4%	8.4%	2.3%	0.0%	5.5%	50.8%	5.4%	0.6%	2.0%	2.9%	7.7%	13.9%	1.4%	7.2%
OUTSIDE RUGBY BOROUGH	**85.9%**	**94.8%**	**2.8%**	**2.1%**	**21.3%**	**78.3%**	**20.1%**	**18.9%**	**65.3%**	**46.1%**	**40.2%**	**86.8%**	**72.8%**	**47.8%**
INTERNET SHOPPING	4.1%	3.5%	0.6%	4.7%	8.9%	10.4%	4.8%	7.8%	12.6%	4.7%	8.2%	7.9%	7.8%	5.9%
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: OTHER MAIN FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre:														
Asda, Chapel Street	1.4%	0.0%	20.2%	19.1%	12.1%	0.8%	10.3%	13.6%	4.5%	15.6%	9.2%	1.5%	4.4%	9.4%
Iceland, Clock Towers	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.0%
Marks & Spencer, High Street	1.9%	0.0%	2.1%	2.7%	3.4%	0.0%	3.8%	7.2%	1.2%	4.0%	1.5%	1.1%	0.0%	1.8%
Morrisons, Corporation Street	0.0%	0.0%	0.0%	1.3%	1.1%	0.0%	3.1%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.5%
Sainsbury's Local, Clifton Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other shops, Rugby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge and Out of Centre:														
Aldi, Central Park, Coton Park	0.0%	0.0%	16.9%	5.3%	0.0%	0.0%	13.1%	15.1%	2.7%	12.5%	5.4%	0.0%	0.0%	5.4%
Aldi, Paddox Close	1.3%	0.0%	8.8%	14.0%	12.4%	3.1%	7.8%	0.8%	2.7%	2.3%	5.4%	0.0%	1.3%	5.2%
Lidl, Bilton Road	1.9%	0.0%	0.6%	8.6%	1.6%	0.0%	14.5%	2.4%	1.3%	1.1%	2.6%	0.0%	0.0%	2.4%
Sainsburys, Dunchurch Road	2.3%	0.0%	14.5%	23.1%	25.9%	5.3%	11.3%	9.9%	2.0%	6.1%	20.9%	1.1%	7.1%	9.9%
Tesco, Leicester Road	0.0%	0.0%	16.2%	8.6%	3.8%	0.0%	9.3%	23.7%	8.8%	15.5%	5.6%	0.0%	1.3%	7.0%
Local Centres:														
Tesco Express, Bilton Village	0.0%	0.0%	0.0%	1.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Local shops, Bilton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Hillmorton	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Hillmorton Road	0.0%	0.0%	4.7%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	2.0%
Local shops, Hillmorton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Helvellyn Way, Brownsover	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.0%
Other local shops and local centres	0.0%	2.5%	1.5%	3.1%	1.6%	1.1%	1.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
RUGBY BOROUGH	**8.8%**	**2.5%**	**96.0%**	**86.8%**	**64.4%**	**14.3%**	**77.5%**	**75.8%**	**23.4%**	**58.7%**	**51.7%**	**3.7%**	**22.4%**	**47.0%**
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	37.2%	0.0%	1.6%
Coventry	82.2%	45.6%	2.6%	7.6%	1.5%	1.2%	10.9%	15.2%	1.5%	1.1%	1.5%	0.0%	1.3%	16.0%
Daventry	0.0%	0.0%	0.0%	2.0%	20.4%	3.7%	0.0%	0.0%	0.0%	4.6%	29.0%	39.2%	68.5%	11.9%
Hinckley	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.6%
Leamington Spa	1.9%	0.0%	0.0%	0.0%	0.0%	40.6%	3.8%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	3.7%
Leicester	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	1.6%
Lutterworth	0.0%	3.8%	0.0%	2.7%	0.0%	0.0%	0.0%	4.0%	44.3%	6.1%	1.5%	1.5%	0.0%	5.2%
Market Harborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	20.9%	1.1%	0.0%	0.0%	0.9%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	8.6%	6.2%	2.2%	4.4%	1.0%
Nuneaton	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Other	7.1%	21.9%	1.4%	0.0%	12.2%	34.0%	6.7%	0.0%	4.7%	0.0%	6.6%	12.0%	0.0%	7.3%
OUTSIDE RUGBY BOROUGH	**91.2%**	**94.5%**	**4.0%**	**12.3%**	**34.0%**	**82.7%**	**21.3%**	**19.3%**	**69.2%**	**41.3%**	**45.8%**	**94.8%**	**74.2%**	**50.8%**
INTERNET SHOPPING	0.0%	3.0%	0.0%	0.9%	1.5%	3.0%	1.2%	4.9%	7.4%	0.0%	2.5%	1.5%	3.4%	2.2%
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: TOP UP FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre:														
Asda, Chapel Street	1.5%	0.0%	6.3%	10.5%	5.0%	0.0%	2.5%	5.3%	1.2%	6.5%	1.8%	0.0%	0.0%	3.4%
Iceland, Clock Towers	1.1%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Marks & Spencer, High Street	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	2.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%
Morrisons, Corporation Street	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	1.1%	0.0%	0.0%	0.0%	0.3%
Sainsbury's Local, Clifton Road	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Other shops, Rugby Town Centre	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Edge and Out of Centre:														
Aldi, Central Park, Coton Park	0.0%	0.0%	14.2%	0.0%	1.7%	1.1%	0.0%	6.6%	2.0%	7.8%	0.0%	1.5%	0.0%	2.8%
Aldi, Paddox Close	0.0%	0.0%	4.9%	11.7%	20.8%	0.0%	0.0%	2.9%	0.0%	3.2%	1.0%	0.0%	0.0%	3.2%
Lidl, Bilton Road	0.0%	0.0%	0.8%	7.3%	1.3%	0.0%	3.7%	0.0%	0.0%	0.0%	1.7%	0.0%	1.1%	1.6%
Sainsburys, Dunchurch Road	0.0%	0.0%	11.4%	10.4%	12.9%	0.0%	3.6%	6.1%	0.0%	0.0%	0.0%	0.0%	4.8%	4.6%
Tesco, Leicester Road	0.0%	0.0%	1.0%	0.0%	4.3%	0.0%	4.5%	9.9%	0.0%	1.1%	0.0%	0.0%	0.0%	0.8%
Local Centres:														
Tesco Express, Bilton Village	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	1.1%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Local shops, Bilton	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Co-op, High Street, Hillmorton	0.0%	0.0%	2.5%	0.9%	3.3%	0.0%	0.0%	0.0%	0.0%	1.5%	3.3%	0.0%	0.0%	0.7%
Sainsbury's Local, Hillmorton Road	2.4%	0.0%	8.5%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.5%
Local shops, Hillmorton	0.0%	0.0%	2.8%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Tesco Express, Helvellyn Way, Brownsover	0.0%	0.0%	13.4%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
Other local shops and local centres	36.7%	2.4%	22.4%	42.3%	6.4%	0.0%	67.6%	23.7%	1.9%	2.4%	0.8%	3.8%	1.8%	17.4%
RUGBY BOROUGH	**41.6%**	**2.4%**	**97.2%**	**89.2%**	**61.4%**	**1.1%**	**85.4%**	**72.1%**	**5.1%**	**24.5%**	**8.7%**	**5.2%**	**8.6%**	**41.9%**
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	13.0%	0.0%	0.6%
Coventry	54.4%	53.3%	0.0%	0.0%	1.7%	0.0%	5.7%	9.3%	0.0%	1.4%	0.0%	0.0%	0.0%	10.8%
Daventry	0.0%	0.0%	1.0%	0.0%	5.3%	0.0%	0.0%	0.0%	2.3%	1.1%	9.4%	20.3%	82.0%	13.4%
Hinckley	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Leamington Spa	0.0%	0.0%	0.0%	1.2%	1.7%	5.2%	2.7%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.8%
Leicester	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.1%	0.0%	0.0%	0.0%	0.0%	0.5%
Lutterworth	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	3.1%	71.1%	6.1%	0.0%	0.0%	0.0%	7.1%
Market Harborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	12.6%	1.1%	0.0%	0.0%	0.3%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	5.4%	0.0%	3.8%	0.8%
Nuneaton	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other	4.0%	36.0%	1.7%	9.6%	28.7%	92.6%	6.2%	13.6%	17.3%	50.7%	74.4%	60.0%	5.7%	23.1%
OUTSIDE RUGBY BOROUGH	**58.4%**	**96.3%**	**2.8%**	**10.8%**	**38.6%**	**98.9%**	**14.6%**	**27.9%**	**94.9%**	**75.5%**	**91.3%**	**93.3%**	**91.4%**	**57.9%**
INTERNET SHOPPING	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.2%
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Carter Jonas

TABLE 5: OTHER TOP UP FOOD SHOPPING - 2015 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre:														
Asda, Chapel Street	0.0%	0.0%	22.1%	8.8%	3.3%	0.0%	0.0%	2.0%	0.0%	5.7%	0.0%	0.0%	0.0%	5.5%
Iceland, Clock Towers	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Marks & Spencer, High Street	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	0.0%	3.6%	0.0%	0.0%	3.4%	0.0%	0.0%	0.5%
Morrisons, Corporation Street	0.0%	0.0%	2.2%	2.2%	0.0%	2.1%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Sainsbury's Local, Clifton Road	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	3.4%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Other shops, Rugby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge and Out of Centre:														
Aldi, Central Park, Coton Park	0.0%	0.0%	3.5%	0.0%	4.3%	0.0%	0.0%	7.6%	4.8%	0.0%	2.4%	0.0%	0.0%	1.6%
Aldi, Paddox Close	0.0%	0.0%	3.7%	9.2%	4.3%	0.0%	0.0%	0.0%	0.0%	2.9%	4.6%	0.0%	3.1%	3.1%
Lidl, Bilton Road	0.0%	0.0%	1.6%	5.7%	0.0%	0.0%	3.4%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Sainsburys, Dunchurch Road	0.0%	0.0%	2.2%	4.3%	4.6%	2.2%	3.6%	2.1%	2.9%	0.0%	3.8%	6.6%	2.3%	2.6%
Tesco, Leicester Road	0.0%	0.0%	17.1%	0.0%	6.5%	0.0%	2.6%	6.2%	7.6%	15.8%	0.0%	0.0%	3.1%	4.6%
Local Centres:														
Tesco Express, Bilton Village	0.0%	0.0%	0.0%	16.8%	0.0%	0.0%	25.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%
Local shops, Bilton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Hillmorton	0.0%	0.0%	5.1%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	1.3%
Sainsbury's Local, Hillmorton Road	0.0%	0.0%	7.2%	11.5%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	3.7%
Local shops, Hillmorton	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express, Helvellyn Way, Brownsover	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	27.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
Other local shops and local centres	19.0%	0.0%	20.8%	37.5%	18.7%	2.2%	28.0%	14.1%	0.0%	2.1%	5.4%	3.3%	0.0%	14.8%
RUGBY BOROUGH	**19.0%**	**0.0%**	**90.2%**	**97.8%**	**71.1%**	**6.6%**	**79.5%**	**72.0%**	**15.3%**	**28.6%**	**21.8%**	**10.0%**	**8.4%**	**47.5%**
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	18.5%	0.0%	0.7%
Coventry	69.1%	70.3%	0.0%	0.0%	0.0%	3.6%	11.8%	15.9%	3.0%	0.0%	0.0%	0.0%	0.0%	12.8%
Daventry	0.0%	0.0%	0.0%	0.0%	12.4%	2.2%	2.6%	0.0%	0.0%	3.0%	18.3%	23.5%	81.0%	11.2%
Hinckley	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Leamington Spa	0.0%	0.0%	3.5%	2.2%	4.3%	10.8%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Leicester	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Lutterworth	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	12.1%	63.3%	7.3%	2.4%	0.0%	0.0%	7.1%
Market Harborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	22.2%	0.0%	0.0%	0.0%	0.8%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	7.8%	3.2%	0.7%
Nuneaton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	11.9%	16.3%	2.1%	0.0%	12.2%	74.7%	0.0%	0.0%	13.6%	38.9%	53.9%	40.3%	7.4%	15.9%
OUTSIDE RUGBY BOROUGH	**81.0%**	**100.0%**	**9.8%**	**2.2%**	**28.9%**	**93.4%**	**20.5%**	**28.0%**	**84.7%**	**71.4%**	**78.3%**	**90.0%**	**91.6%**	**52.5%**
INTERNET SHOPPING	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX 5: COMPARISON GOODS MARKET SHARE ANALYSIS

TABLE 1: **ALL COMPARISON GOOODS - 2015 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	7.5%	0.2%	44.7%	37.5%	32.8%	3.2%	31.6%	25.2%	14.8%	17.2%	21.3%	2.5%	10.7%	20.1%
Edge and out of centre stores:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elliot's Field Retail Park	0.4%	0.1%	1.9%	3.4%	1.9%	0.2%	2.3%	3.3%	5.3%	3.1%	1.9%	0.0%	1.2%	2.0%
Junction One Retail Park	0.7%	0.2%	8.2%	7.1%	4.2%	0.5%	7.5%	10.5%	4.7%	10.6%	7.1%	0.1%	3.3%	4.6%
Other out of centre stores	0.0%	0.0%	3.1%	9.4%	2.9%	0.1%	4.5%	4.5%	1.4%	3.5%	2.7%	0.4%	1.0%	2.8%
Other local shops and local centres	0.4%	0.5%	0.7%	0.9%	1.4%	0.2%	0.8%	1.1%	0.0%	0.2%	0.1%	0.0%	0.2%	0.5%
RUGBY BOROUGH	**9.1%**	**1.0%**	**58.6%**	**58.3%**	**43.3%**	**4.2%**	**46.8%**	**44.7%**	**26.1%**	**34.6%**	**33.2%**	**3.0%**	**16.4%**	**29.9%**
Banbury Town Centre	0.1%	0.0%	0.3%	0.1%	1.9%	10.4%	0.2%	0.0%	0.0%	0.0%	0.0%	43.6%	3.1%	3.5%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Birmingham	3.5%	2.0%	3.3%	2.8%	2.5%	0.4%	2.0%	4.1%	0.8%	0.5%	0.8%	1.0%	0.0%	2.0%
Coventry City Centre	37.3%	28.8%	9.6%	4.6%	4.7%	9.0%	8.3%	9.2%	0.7%	0.2%	0.2%	0.0%	0.4%	10.0%
Coventry Out of Centre	24.6%	22.4%	2.7%	3.0%	1.4%	1.2%	5.1%	2.3%	0.5%	0.1%	0.5%	0.0%	0.5%	5.9%
Leamington Spa Town Centre	6.2%	2.1%	2.3%	4.5%	14.4%	32.4%	14.4%	5.6%	0.4%	0.2%	1.2%	2.1%	1.9%	6.1%
Leamington Out of Centre	0.0%	0.0%	0.2%	0.3%	0.2%	10.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.9%
Leicester City Centre	0.4%	2.0%	2.5%	1.0%	1.3%	0.2%	0.9%	0.6%	9.3%	4.7%	1.2%	0.0%	1.3%	2.1%
Leicester Out of Centre (Fosse Park RP)	0.7%	4.6%	1.3%	3.0%	1.6%	0.1%	1.0%	4.1%	18.7%	3.5%	4.6%	0.0%	1.4%	3.9%
Northampton Town Centre	0.0%	0.1%	0.5%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	6.6%	11.6%	2.9%	12.8%	2.2%
Northampton Out of Centre	0.0%	0.0%	0.3%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	1.9%	2.2%	1.1%	3.9%	0.7%
Other	6.7%	22.5%	2.1%	2.3%	9.1%	16.6%	4.6%	9.4%	24.0%	29.1%	24.3%	27.5%	40.8%	15.7%
OUTSIDE OF RUGBY BOROUGH	**79.6%**	**84.6%**	**25.1%**	**22.0%**	**38.0%**	**80.8%**	**36.5%**	**35.2%**	**54.4%**	**46.8%**	**47.0%**	**78.9%**	**66.1%**	**53.0%**
INTERNET SHOPPING	**11.4%**	**14.4%**	**16.3%**	**19.7%**	**18.7%**	**15.0%**	**16.7%**	**20.1%**	**19.5%**	**18.6%**	**19.8%**	**18.1%**	**17.5%**	**17.1%**
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: **CLOTHING AND FOOTWEAR - 2014 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	9.9%	0.8%	27.1%	31.8%	29.6%	3.5%	20.5%	14.8%	13.8%	12.3%	19.6%	1.5%	20.0%	17.3%
Edge and out of centre stores:														
Elliot's Field Retail Park	0.0%	0.0%	4.3%	4.0%	1.0%	0.0%	5.2%	5.5%	7.8%	3.0%	2.5%	0.0%	1.5%	2.8%
Junction One Retail Park	1.6%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	1.5%	1.4%	0.0%	1.6%	0.0%	2.3%	1.4%
Other out of centre stores	0.0%	0.0%	0.5%	4.6%	0.0%	0.0%	0.7%	0.0%	0.9%	0.8%	0.0%	0.9%	0.0%	1.0%
Other local shops and local centres	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.7%	0.7%	0.0%	0.8%	0.0%	0.0%	0.6%	0.2%
RUGBY BOROUGH	**11.5%**	**0.8%**	**36.6%**	**40.4%**	**31.8%**	**3.5%**	**27.2%**	**22.5%**	**23.8%**	**16.8%**	**23.7%**	**2.4%**	**24.5%**	**22.6%**
Banbury Town Centre	0.0%	0.0%	1.2%	0.0%	6.2%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	50.9%	7.0%	4.2%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham	7.3%	4.2%	10.9%	8.3%	8.7%	0.0%	6.6%	6.4%	1.4%	1.7%	2.0%	0.0%	0.0%	5.1%
Coventry City Centre	31.4%	35.9%	17.6%	8.5%	3.8%	7.7%	16.5%	7.7%	0.0%	0.0%	0.6%	0.0%	0.9%	12.5%
Coventry Out of Centre	20.1%	12.1%	1.2%	0.8%	0.0%	0.0%	0.7%	1.9%	0.0%	0.0%	0.9%	0.0%	0.0%	3.7%
Leamington Spa Town Centre	16.7%	4.7%	6.8%	8.8%	23.5%	41.9%	28.9%	12.0%	0.8%	0.0%	2.3%	4.0%	4.0%	10.5%
Leamington Out of Centre	0.0%	0.0%	0.7%	0.8%	0.0%	16.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.5%
Leicester City Centre	0.0%	3.4%	4.7%	2.8%	2.6%	0.8%	1.7%	0.0%	12.4%	9.6%	2.7%	0.0%	2.3%	3.4%
Leicester Out of Centre (Fosse Park RP)	0.0%	9.6%	3.6%	7.2%	4.0%	0.0%	1.0%	10.0%	39.3%	8.4%	10.1%	0.0%	3.2%	7.8%
Northampton Town Centre	0.0%	0.0%	1.0%	0.6%	2.0%	0.0%	0.0%	0.0%	0.0%	13.9%	13.0%	5.1%	23.1%	4.1%
Northampton Out of Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.6%	1.5%	0.4%
Other	3.4%	17.2%	1.2%	2.6%	4.9%	8.7%	4.7%	19.4%	7.9%	28.7%	22.3%	29.4%	16.3%	9.6%
OUTSIDE OF RUGBY BOROUGH	**78.9%**	**87.2%**	**49.4%**	**40.5%**	**55.7%**	**86.4%**	**60.3%**	**57.3%**	**61.8%**	**62.4%**	**56.3%**	**90.9%**	**58.3%**	**62.9%**
INTERNET SHOPPING	**9.7%**	**12.0%**	**14.1%**	**19.1%**	**12.5%**	**10.0%**	**12.5%**	**20.2%**	**14.3%**	**20.7%**	**20.0%**	**6.7%**	**17.2%**	**14.5%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: **RECORDING MEDIA - 2015 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	4.4%	0.0%	20.7%	15.1%	12.9%	2.0%	12.0%	3.6%	5.1%	5.0%	3.1%	0.0%	4.4%	8.5%
Edge and out of centre stores:														
Elliot's Field Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Junction One Retail Park	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	5.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Other out of centre stores	0.0%	0.0%	3.4%	16.9%	9.4%	0.0%	6.3%	7.2%	4.3%	14.5%	7.3%	0.0%	0.8%	4.9%
Other local shops and local centres	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
RUGBY BOROUGH	**4.4%**	**0.0%**	**24.1%**	**33.1%**	**22.2%**	**3.2%**	**23.7%**	**11.7%**	**9.4%**	**19.5%**	**10.4%**	**0.0%**	**5.2%**	**13.8%**
Banbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	49.6%	1.8%	2.6%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham	1.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Coventry City Centre	28.8%	32.9%	2.3%	0.9%	0.0%	1.2%	1.8%	5.9%	1.5%	0.0%	0.0%	0.0%	1.1%	6.9%
Coventry Out of Centre	2.4%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Leamington Spa Town Centre	1.2%	4.5%	0.0%	2.1%	11.4%	20.7%	18.6%	1.0%	0.0%	0.0%	0.9%	2.6%	1.1%	3.6%
Leamington Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Leicester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	5.5%	0.0%	0.0%	0.0%	0.4%
Leicester Out of Centre (Fosse Park RP)	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	4.6%	1.5%	0.0%	0.0%	0.0%	0.8%
Northampton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	13.5%	1.3%	5.6%	1.4%
Northampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.6%	12.1%	1.6%	0.0%	11.1%	9.5%	0.0%	3.8%	7.5%	7.7%	12.9%	6.3%	18.0%	6.8%
OUTSIDE OF RUGBY BOROUGH	**35.2%**	**71.0%**	**4.7%**	**2.9%**	**22.5%**	**36.8%**	**20.4%**	**15.3%**	**18.3%**	**16.3%**	**27.3%**	**59.8%**	**27.6%**	**25.0%**
INTERNET SHOPPING	**60.4%**	**29.0%**	**71.1%**	**64.0%**	**55.3%**	**60.0%**	**56.0%**	**73.0%**	**72.2%**	**64.2%**	**62.3%**	**40.2%**	**67.2%**	**61.2%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: **AUDIO VISUAL- 2015 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	1.9%	0.0%	18.1%	15.4%	17.6%	0.9%	15.6%	17.2%	7.5%	6.6%	9.2%	0.7%	3.8%	8.8%
Edge and out of centre stores:														
Elliot's Field Retail Park	1.9%	0.0%	0.8%	5.4%	4.8%	0.0%	0.0%	0.0%	2.6%	1.2%	1.4%	0.0%	5.2%	2.3%
Junction One Retail Park	0.0%	1.5%	39.1%	18.7%	16.0%	0.7%	20.9%	36.0%	17.3%	37.2%	25.9%	1.1%	17.2%	17.0%
Other out of centre stores	0.0%	0.0%	1.4%	6.9%	1.9%	0.0%	3.8%	0.0%	2.5%	1.7%	2.5%	0.9%	0.0%	1.9%
Other local shops and local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
RUGBY BOROUGH	**3.8%**	**1.5%**	**59.5%**	**46.5%**	**40.3%**	**1.6%**	**41.0%**	**53.9%**	**29.8%**	**46.6%**	**39.0%**	**2.7%**	**26.1%**	**30.0%**
Banbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.8%	0.0%	0.0%	0.0%	0.0%	34.5%	0.8%	2.3%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.1%
Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.5%	0.0%	0.0%	0.0%	1.0%	0.0%	0.2%
Coventry City Centre	9.1%	8.5%	0.8%	0.0%	1.2%	8.3%	2.8%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	2.7%
Coventry Out of Centre	59.7%	27.3%	0.8%	3.3%	2.8%	5.5%	12.1%	2.9%	1.5%	1.2%	0.0%	0.0%	0.8%	10.6%
Leamington Spa Town Centre	0.8%	1.4%	0.0%	0.0%	8.6%	20.0%	4.3%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Leamington Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	21.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Leicester City Centre	0.0%	1.9%	0.8%	0.0%	1.1%	0.0%	0.0%	0.9%	8.1%	0.8%	0.0%	0.0%	0.0%	1.1%
Leicester Out of Centre (Fosse Park RP)	1.8%	4.5%	0.6%	0.0%	1.3%	0.0%	0.0%	0.9%	5.4%	3.1%	0.0%	0.0%	1.7%	1.5%
Northampton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	10.3%	4.3%	6.2%	1.4%
Northampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	5.6%	1.6%	13.0%	1.9%
Other	2.6%	16.6%	5.8%	0.9%	3.3%	5.1%	2.2%	4.0%	21.0%	20.6%	14.3%	16.7%	19.1%	9.4%
OUTSIDE OF RUGBY BOROUGH	**73.9%**	**60.2%**	**8.8%**	**4.2%**	**18.3%**	**69.3%**	**22.1%**	**13.5%**	**36.9%**	**32.8%**	**30.3%**	**60.6%**	**41.5%**	**35.2%**
INTERNET SHOPPING	**22.3%**	**38.3%**	**31.7%**	**49.3%**	**41.4%**	**29.1%**	**36.9%**	**32.5%**	**33.2%**	**20.6%**	**30.8%**	**36.7%**	**32.4%**	**34.8%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: **DOMESTIC ELECTRICAL APPLIANCES - 2015 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	2.8%	0.0%	28.7%	39.3%	26.8%	4.4%	24.5%	20.6%	10.9%	11.3%	7.2%	0.7%	7.0%	15.7%
Edge and out of centre stores:														
Elliot's Field Retail Park	1.8%	1.7%	0.7%	6.4%	6.0%	0.7%	0.8%	0.7%	4.9%	1.7%	2.2%	0.0%	5.6%	3.0%
Junction One Retail Park	5.5%	2.7%	38.3%	19.2%	17.9%	2.3%	26.2%	45.3%	9.9%	30.7%	22.1%	0.0%	9.4%	16.6%
Other out of centre stores	0.0%	0.0%	0.0%	6.6%	4.2%	0.0%	3.7%	0.0%	0.0%	0.8%	3.3%	0.0%	2.4%	1.6%
Other local shops and local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
RUGBY BOROUGH	**10.1%**	**4.5%**	**67.7%**	**71.6%**	**54.8%**	**7.4%**	**55.2%**	**66.6%**	**25.6%**	**44.5%**	**34.9%**	**0.7%**	**24.4%**	**36.9%**
Banbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	37.7%	0.0%	2.2%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry City Centre	15.9%	6.6%	1.2%	0.0%	0.7%	2.5%	4.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Coventry Out of Centre	50.8%	36.8%	0.7%	3.3%	2.2%	3.4%	11.4%	3.9%	0.0%	0.8%	0.0%	1.6%	0.7%	10.5%
Leamington Spa Town Centre	1.0%	0.0%	0.0%	1.0%	8.3%	25.5%	1.5%	1.1%	0.0%	0.0%	0.9%	0.0%	0.0%	2.5%
Leamington Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	17.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Leicester City Centre	1.7%	0.0%	0.7%	0.0%	1.0%	0.0%	0.8%	1.8%	6.0%	0.8%	0.0%	0.0%	1.5%	1.2%
Leicester Out of Centre (Fosse Park RP)	0.0%	3.1%	0.0%	0.9%	1.2%	0.0%	0.0%	0.0%	10.6%	3.1%	0.0%	0.0%	0.0%	1.5%
Northampton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	8.7%	0.0%	6.3%	1.1%
Northampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	4.0%	2.4%	15.1%	2.2%
Other	3.4%	22.9%	4.5%	2.9%	8.9%	6.2%	1.0%	3.0%	24.4%	17.9%	17.0%	25.1%	32.5%	13.0%
OUTSIDE OF RUGBY BOROUGH	**72.7%**	**69.5%**	**7.1%**	**8.0%**	**22.3%**	**63.2%**	**18.9%**	**11.6%**	**41.0%**	**26.1%**	**30.6%**	**66.8%**	**56.0%**	**38.5%**
INTERNET SHOPPING	**17.2%**	**26.1%**	**25.2%**	**20.4%**	**22.9%**	**29.3%**	**25.9%**	**21.7%**	**33.4%**	**29.5%**	**34.6%**	**32.5%**	**19.5%**	**24.6%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 6: **BOOKS AND STATIONARY - 2015 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	7.0%	0.0%	51.3%	39.1%	34.4%	5.0%	39.7%	24.9%	8.0%	17.7%	24.3%	1.7%	10.2%	22.2%
Edge and out of centre stores:														
Elliot's Field Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
Junction One Retail Park	0.0%	0.0%	1.8%	0.9%	0.0%	0.0%	2.2%	1.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.6%
Other out of centre stores	0.0%	0.0%	5.1%	11.8%	4.4%	0.0%	4.2%	2.7%	7.0%	2.3%	4.3%	0.0%	1.9%	4.2%
Other local shops and local centres	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
RUGBY BOROUGH	**7.0%**	**0.0%**	**58.2%**	**52.5%**	**38.8%**	**5.0%**	**46.1%**	**29.3%**	**15.0%**	**20.9%**	**29.5%**	**1.7%**	**12.1%**	**27.1%**
Banbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.8%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	36.7%	2.7%	2.5%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Coventry City Centre	42.0%	25.5%	0.8%	6.8%	0.0%	0.0%	4.1%	2.7%	0.0%	6.4%	0.0%	0.0%	0.0%	7.8%
Coventry Out of Centre	5.7%	14.6%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Leamington Spa Town Centre	0.9%	3.2%	4.8%	1.7%	7.3%	34.3%	16.6%	1.2%	0.0%	0.0%	2.5%	1.1%	0.0%	5.2%
Leamington Out of Centre	0.0%	0.0%	0.0%	0.0%	6.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Leicester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	1.7%	1.5%	0.0%	0.0%	0.3%
Leicester Out of Centre (Fosse Park RP)	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.9%	0.0%	0.0%	0.0%	1.1%
Northampton Town Centre	0.0%	0.0%	1.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.7%	5.5%	0.8%	12.7%	1.9%
Northampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.9%	1.0%	1.9%	0.3%
Other	2.3%	18.0%	0.0%	0.0%	5.5%	8.5%	2.2%	1.8%	21.5%	25.1%	10.2%	24.7%	28.7%	10.1%
OUTSIDE OF RUGBY BOROUGH	**51.9%**	**63.9%**	**6.8%**	**8.4%**	**21.3%**	**50.8%**	**26.3%**	**7.3%**	**32.5%**	**38.7%**	**20.6%**	**64.2%**	**45.9%**	**31.7%**
INTERNET SHOPPING	**41.1%**	**36.1%**	**35.0%**	**39.1%**	**39.9%**	**44.2%**	**27.6%**	**63.4%**	**52.4%**	**40.5%**	**49.9%**	**34.1%**	**42.0%**	**41.2%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 7: GAMES, TOYS, HOBBIES, PETS, ETC - 2015 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	4.6%	0.0%	62.2%	38.8%	26.3%	1.1%	33.4%	21.6%	19.9%	19.5%	25.2%	6.6%	8.6%	23.6%
Edge and out of centre stores:														
Elliot's Field Retail Park	0.0%	0.0%	0.7%	1.2%	4.9%	0.0%	1.5%	5.5%	6.8%	6.9%	3.4%	0.0%	0.0%	1.6%
Junction One Retail Park	0.0%	0.0%	5.6%	3.7%	2.8%	1.8%	5.7%	6.6%	2.6%	6.8%	2.4%	0.0%	3.0%	3.0%
Other out of centre stores	0.0%	0.0%	3.1%	15.0%	8.4%	1.1%	6.0%	8.5%	1.1%	3.5%	0.0%	0.0%	1.9%	4.0%
Other local shops and local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
RUGBY BOROUGH	**4.6%**	**0.0%**	**71.6%**	**58.7%**	**42.3%**	**3.9%**	**46.5%**	**42.2%**	**30.3%**	**36.8%**	**30.9%**	**6.6%**	**13.5%**	**32.2%**
Banbury Town Centre	0.0%	0.0%	0.0%	0.0%	1.2%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	40.8%	3.6%	3.0%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham	1.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Coventry City Centre	34.3%	14.5%	4.1%	1.2%	2.6%	13.6%	4.9%	21.2%	2.1%	0.0%	0.0%	0.0%	0.0%	7.5%
Coventry Out of Centre	39.3%	33.4%	0.9%	5.2%	2.7%	3.5%	9.3%	2.8%	2.6%	0.0%	0.0%	0.0%	0.0%	8.2%
Leamington Spa Town Centre	0.0%	1.6%	0.0%	0.0%	11.2%	20.0%	7.4%	1.0%	0.0%	0.0%	0.0%	0.9%	1.1%	2.5%
Leamington Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Leicester City Centre	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	2.5%	0.0%	0.0%	1.8%	1.1%
Leicester Out of Centre (Fosse Park RP)	0.0%	1.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	6.3%	0.0%	2.4%	0.0%	0.0%	0.9%
Northampton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	2.4%	14.5%	2.5%
Northampton Out of Centre	0.0%	0.0%	0.0%	1.2%	1.6%	0.0%	0.0%	0.0%	0.0%	2.5%	1.2%	3.6%	2.6%	0.8%
Other	1.2%	25.3%	1.9%	1.2%	14.3%	10.0%	3.2%	0.0%	18.2%	35.8%	21.3%	17.5%	39.7%	13.5%
OUTSIDE OF RUGBY BOROUGH	**76.1%**	**77.9%**	**6.9%**	**10.0%**	**36.2%**	**66.1%**	**24.8%**	**26.8%**	**36.0%**	**40.9%**	**36.4%**	**65.2%**	**63.4%**	**41.4%**
INTERNET SHOPPING	**19.4%**	**22.1%**	**21.6%**	**31.3%**	**21.5%**	**30.1%**	**28.6%**	**31.0%**	**33.7%**	**22.3%**	**32.7%**	**28.2%**	**23.2%**	**26.4%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 8: FURNITURE, CARPETS, FLOOR COVERINGS & SOFT FURNISHINGS - 2015 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	8.9%	0.0%	32.3%	29.7%	26.1%	3.2%	30.5%	22.8%	9.1%	18.3%	13.7%	1.9%	7.2%	16.0%
Edge and out of centre stores:														
Elliot's Field Retail Park	1.8%	0.0%	2.7%	9.4%	2.0%	0.0%	1.7%	3.2%	3.0%	3.4%	0.0%	0.0%	2.3%	3.0%
Junction One Retail Park	0.0%	0.0%	2.9%	5.2%	4.1%	1.1%	8.5%	9.3%	2.2%	19.8%	4.3%	0.0%	3.5%	3.3%
Other out of centre stores	0.0%	0.0%	0.0%	1.2%	1.4%	0.0%	2.9%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.4%
Other local shops and local centres	0.0%	2.3%	1.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
RUGBY BOROUGH	**10.8%**	**2.3%**	**39.4%**	**45.6%**	**33.6%**	**4.3%**	**43.7%**	**37.4%**	**14.3%**	**41.5%**	**20.3%**	**1.9%**	**13.0%**	**23.2%**
Banbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	13.6%	1.2%	0.0%	0.0%	0.0%	0.0%	34.0%	0.0%	2.9%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham	1.7%	2.0%	0.0%	0.9%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.6%
Coventry City Centre	44.1%	39.1%	24.3%	10.6%	18.1%	20.6%	8.5%	16.4%	2.1%	0.0%	0.0%	0.0%	0.0%	15.6%
Coventry Out of Centre	28.4%	21.1%	12.8%	12.1%	4.6%	1.1%	12.4%	3.5%	0.0%	0.0%	2.8%	0.0%	2.4%	9.0%
Leamington Spa Town Centre	1.8%	0.0%	0.0%	3.4%	4.8%	24.6%	10.7%	4.2%	0.0%	0.9%	1.4%	0.0%	2.1%	3.8%
Leamington Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Leicester City Centre	0.0%	3.4%	6.2%	0.0%	0.0%	0.0%	0.0%	2.7%	15.8%	3.3%	0.0%	0.0%	1.2%	3.3%
Leicester Out of Centre (Fosse Park RP)	4.7%	3.5%	1.6%	6.6%	0.0%	0.8%	4.4%	7.3%	26.4%	3.7%	4.2%	0.0%	3.1%	5.8%
Northampton Town Centre	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	18.4%	1.3%	13.1%	2.7%
Northampton Out of Centre	0.0%	0.0%	0.7%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	8.2%	5.6%	0.0%	11.0%	2.0%
Other	6.8%	23.1%	2.4%	7.8%	19.8%	22.1%	5.3%	10.8%	28.2%	18.5%	39.3%	32.0%	48.6%	19.8%
OUTSIDE OF RUGBY BOROUGH	**87.5%**	**92.2%**	**48.9%**	**41.4%**	**48.3%**	**92.5%**	**42.5%**	**47.1%**	**72.5%**	**41.0%**	**72.7%**	**67.3%**	**81.4%**	**66.4%**
INTERNET SHOPPING	**1.7%**	**5.5%**	**11.6%**	**13.1%**	**18.2%**	**3.2%**	**13.9%**	**15.6%**	**13.1%**	**17.5%**	**7.1%**	**30.8%**	**5.6%**	**10.4%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9: **DIY, GARDENING, ETC - 2015 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	6.5%	0.0%	69.4%	57.5%	43.7%	1.5%	48.8%	42.1%	13.2%	22.3%	28.9%	1.5%	4.4%	9.2%
Edge and out of centre stores:														
Elliot's Field Retail Park	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	1.7%	1.6%	8.3%	0.0%	1.4%	0.0%	0.0%	16.9%
Junction One Retail Park	0.0%	0.0%	12.5%	15.2%	4.9%	0.0%	14.4%	19.9%	4.2%	11.3%	14.7%	0.0%	0.9%	2.7%
Other out of centre stores	0.0%	0.0%	11.2%	15.5%	4.9%	0.0%	9.0%	15.3%	0.6%	13.2%	8.0%	0.0%	0.9%	0.5%
Other local shops and local centres	4.3%	2.6%	3.3%	8.9%	9.5%	1.5%	5.0%	5.9%	0.0%	0.0%	0.6%	0.0%	0.0%	0.5%
RUGBY BOROUGH	**10.8%**	**2.6%**	**96.8%**	**97.0%**	**64.0%**	**2.9%**	**78.9%**	**84.8%**	**26.3%**	**46.8%**	**53.7%**	**1.5%**	**6.2%**	**29.8%**
Banbury Town Centre	1.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	41.8%	0.0%	2.4%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.1%
Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Coventry City Centre	51.1%	29.7%	1.3%	0.0%	0.0%	0.0%	3.3%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%
Coventry Out of Centre	8.0%	29.7%	0.0%	0.0%	1.0%	0.0%	4.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	33.0%
Leamington Spa Town Centre	2.3%	0.8%	0.0%	2.2%	15.1%	23.3%	5.4%	1.8%	0.0%	0.0%	0.0%	1.9%	0.0%	2.4%
Leamington Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Leicester City Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.1%	0.0%	0.0%	0.0%	0.3%
Leicester Out of Centre (Fosse Park RP)	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.1%
Northampton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	9.7%	0.9%	2.4%	1.2%
Northampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.1%	2.0%
Other	23.7%	34.2%	1.2%	0.0%	11.8%	55.5%	6.0%	2.7%	68.8%	44.7%	34.6%	52.3%	88.7%	20.4%
OUTSIDE OF RUGBY BOROUGH	**86.0%**	**96.4%**	**3.2%**	**2.2%**	**27.9%**	**93.1%**	**19.1%**	**13.7%**	**72.0%**	**50.9%**	**44.9%**	**98.5%**	**93.1%**	**69.4%**
INTERNET SHOPPING	**3.2%**	**1.1%**	**0.0%**	**0.8%**	**8.1%**	**3.9%**	**2.0%**	**1.5%**	**1.7%**	**2.3%**	**1.4%**	**0.0%**	**0.7%**	**0.8%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 10: **PERSONAL CARE - 2015 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	5.9%	0.0%	73.6%	48.9%	52.8%	5.1%	47.6%	44.2%	23.5%	20.3%	29.0%	6.4%	8.5%	30.1%
Edge and out of centre stores:														
Elliot's Field Retail Park	0.0%	0.0%	0.5%	1.9%	1.1%	1.4%	0.0%	2.9%	4.1%	1.2%	2.2%	0.0%	0.0%	1.1%
Junction One Retail Park	0.0%	0.0%	7.2%	22.5%	7.8%	0.0%	15.9%	20.5%	12.0%	20.1%	11.3%	0.0%	0.9%	8.2%
Other out of centre stores	0.0%	0.0%	8.7%	20.9%	5.8%	0.0%	7.1%	14.7%	3.1%	7.4%	10.5%	0.7%	2.7%	6.8%
Other local shops and local centres	0.0%	0.0%	1.6%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.3%
RUGBY BOROUGH	**5.9%**	**0.0%**	**91.6%**	**94.2%**	**68.5%**	**6.5%**	**70.5%**	**82.4%**	**42.7%**	**48.8%**	**53.6%**	**7.1%**	**12.1%**	**46.5%**
Banbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	45.7%	0.9%	2.7%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.1%
Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry City Centre	57.0%	32.8%	0.0%	0.0%	0.0%	7.0%	2.2%	5.8%	0.9%	0.0%	0.0%	0.0%	1.4%	10.0%
Coventry Out of Centre	21.0%	35.4%	0.0%	1.3%	1.1%	0.0%	2.4%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%
Leamington Spa Town Centre	1.7%	0.8%	0.0%	2.5%	16.3%	37.2%	6.6%	1.0%	0.0%	0.0%	0.0%	1.8%	0.0%	4.1%
Leamington Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Leicester City Centre	0.0%	0.0%	0.6%	0.0%	1.0%	0.0%	2.0%	0.0%	3.5%	1.1%	1.4%	0.0%	0.0%	0.6%
Leicester Out of Centre (Fosse Park RP)	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	1.2%	0.8%	0.0%	0.0%	1.6%
Northampton Town Centre	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	11.3%	1.6%	0.9%	0.7%
Northampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	2.2%	0.0%	0.6%	0.2%
Other	12.0%	25.8%	0.6%	0.0%	6.5%	22.0%	8.6%	4.7%	34.2%	35.0%	26.3%	30.7%	80.8%	22.1%
OUTSIDE OF RUGBY BOROUGH	**91.7%**	**98.9%**	**1.3%**	**3.8%**	**24.9%**	**81.6%**	**21.7%**	**13.8%**	**51.9%**	**41.9%**	**42.0%**	**82.2%**	**84.7%**	**48.6%**
INTERNET SHOPPING	**2.4%**	**1.1%**	**7.2%**	**1.9%**	**6.6%**	**11.9%**	**7.8%**	**3.8%**	**5.4%**	**9.2%**	**4.4%**	**10.7%**	**3.3%**	**4.9%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 11: MEDICAL GOODS - 2015 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	6.5%	0.0%	69.4%	57.5%	43.7%	1.5%	48.8%	42.1%	13.2%	22.3%	28.9%	1.5%	4.4%	28.3%
Edge and out of centre stores:														
Elliot's Field Retail Park	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	1.7%	1.6%	8.3%	0.0%	1.4%	0.0%	0.0%	1.1%
Junction One Retail Park	0.0%	0.0%	12.5%	15.2%	4.9%	0.0%	14.4%	19.9%	4.2%	11.3%	14.7%	0.0%	0.9%	6.9%
Other out of centre stores	0.0%	0.0%	11.2%	15.5%	4.9%	0.0%	9.0%	15.3%	0.6%	13.2%	8.0%	0.0%	0.9%	5.9%
Other local shops and local centres	4.3%	2.6%	3.3%	8.9%	9.5%	1.5%	5.0%	5.9%	0.0%	0.0%	0.6%	0.0%	0.0%	3.4%
RUGBY BOROUGH	**10.8%**	**2.6%**	**96.8%**	**97.0%**	**64.0%**	**2.9%**	**78.9%**	**84.8%**	**26.3%**	**46.8%**	**53.7%**	**1.5%**	**6.2%**	**45.5%**
Banbury Town Centre	1.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	41.8%	0.0%	2.5%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.1%
Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry City Centre	51.1%	29.7%	1.3%	0.0%	0.0%	0.0%	3.3%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%
Coventry Out of Centre	8.0%	29.7%	0.0%	0.0%	1.0%	0.0%	4.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Leamington Spa Town Centre	2.3%	0.8%	0.0%	2.2%	15.1%	23.3%	5.4%	1.8%	0.0%	0.0%	0.0%	1.9%	0.0%	3.0%
Leamington Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Leicester City Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.1%	0.0%	0.0%	0.0%	0.2%
Leicester Out of Centre (Fosse Park RP)	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.5%
Northampton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	9.7%	0.9%	2.4%	0.7%
Northampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.1%	0.3%
Other	23.7%	34.2%	1.2%	0.0%	11.8%	55.5%	6.0%	2.7%	68.8%	44.7%	34.6%	52.3%	88.7%	32.3%
OUTSIDE OF RUGBY BOROUGH	**86.0%**	**96.4%**	**3.2%**	**2.2%**	**27.9%**	**93.1%**	**19.1%**	**13.7%**	**72.0%**	**50.9%**	**44.9%**	**98.5%**	**93.1%**	**53.0%**
INTERNET SHOPPING	**3.2%**	**1.1%**	**0.0%**	**0.8%**	**8.1%**	**3.9%**	**2.0%**	**1.5%**	**1.7%**	**2.3%**	**1.4%**	**0.0%**	**0.7%**	**1.5%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 12: OTHER COMPARISON GOODS - 2015 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA
Rugby Town Centre	12.7%	0.0%	56.4%	48.8%	42.2%	6.5%	42.5%	39.7%	21.0%	29.4%	30.3%	1.0%	9.2%	27.6%
Edge and out of centre stores:														
Elliot's Field Retail Park	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	2.2%	0.0%	3.2%	6.1%	2.2%	0.0%	0.0%	0.7%
Junction One Retail Park	1.7%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	1.1%	2.3%	3.2%	3.5%	0.0%	0.0%	0.7%
Other out of centre stores	0.0%	0.0%	2.4%	6.6%	0.0%	0.0%	9.2%	0.0%	1.1%	1.9%	0.0%	0.0%	2.1%	2.1%
Other local shops and local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
RUGBY BOROUGH	**14.4%**	**0.0%**	**58.8%**	**56.3%**	**44.4%**	**6.5%**	**53.9%**	**40.8%**	**27.7%**	**40.6%**	**36.0%**	**1.0%**	**11.3%**	**31.1%**
Banbury Town Centre	0.0%	0.0%	0.0%	1.2%	0.0%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	47.4%	4.1%	3.8%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham	13.1%	7.4%	1.0%	2.0%	1.2%	3.4%	1.1%	18.7%	4.3%	0.0%	1.4%	8.5%	0.0%	4.4%
Coventry City Centre	37.3%	36.2%	4.5%	4.2%	10.2%	9.4%	9.7%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%
Coventry Out of Centre	7.7%	5.0%	6.5%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.4%
Leamington Spa Town Centre	8.3%	1.9%	2.8%	10.5%	12.1%	52.6%	15.8%	9.8%	1.2%	1.2%	2.6%	3.7%	4.0%	9.3%
Leamington Out of Centre	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Leicester City Centre	5.3%	4.5%	1.7%	2.0%	3.3%	0.0%	1.6%	1.9%	16.0%	7.1%	2.2%	0.0%	2.1%	3.7%
Leicester Out of Centre (Fosse Park RP)	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.6%	1.1%	14.7%	1.7%	8.4%	0.0%	0.0%	2.0%
Northampton Town Centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	6.4%	6.8%	2.9%	14.1%	2.3%
Northampton Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	7.5%	25.5%	6.4%	2.6%	8.4%	8.0%	4.1%	11.4%	18.6%	28.5%	23.1%	18.0%	39.9%	14.8%
OUTSIDE OF RUGBY BOROUGH	**79.2%**	**81.7%**	**22.8%**	**23.6%**	**36.1%**	**88.8%**	**33.9%**	**46.1%**	**54.7%**	**44.8%**	**44.4%**	**80.6%**	**65.6%**	**52.3%**
INTERNET SHOPPING	**6.5%**	**18.3%**	**18.4%**	**20.1%**	**19.4%**	**4.7%**	**12.2%**	**13.1%**	**17.6%**	**14.6%**	**19.6%**	**18.4%**	**23.1%**	**16.6%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX 6: CONVENIENCE CAPACITY ASSESSMENT

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2015) POPULATION & PROJECTIONS (to 2030)

ZONE:	2015	2020	2025	2030	GROWTH: %	GROWTH: 2015-30
Zone 1	23,876	25,149	26,358	27,445	14.9%	3,569
Zone 2	25,220	26,428	27,575	28,614	13.5%	3,394
Zone 3	36,376	38,004	39,476	40,744	12.0%	4,368
Zone 4	36,683	38,297	39,729	40,920	11.6%	4,237
Zone 5	6,079	6,302	6,511	6,683	9.9%	604
Zone 6	17,028	17,457	17,878	18,256	7.2%	1,228
Zone 7	7,470	7,792	8,086	8,334	11.6%	864
Zone 8	10,450	10,907	11,320	11,682	11.8%	1,232
Zone 9	21,421	22,244	23,003	23,651	10.4%	2,230
Zone 10	3,071	3,157	3,242	3,317	8.0%	246
Zone 11	7,910	8,137	8,359	8,555	8.2%	645
Zone 12	9,552	9,829	10,099	10,331	8.2%	779
Zone 13	28,867	29,698	30,515	31,216	8.1%	2,349
Study Area	**236,018**	**245,421**	**254,176**	**261,778**	**10.9%**	**25,760**
Rugby Area	146,154	152,879	159,055	164,422	12.5%	18,268

Source: The base year (2015) population and projections to 2030 have been sourced directly from Experian's latest '*Retail Area Planner*' Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 2: REVISED EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

ZONE:	2015 (incl SFT)	2015	2020	2025	2030	% GROWTH: 2015-30
EXPERIAN - SPECIAL FORMS OF TRADING (%):		**2.8%**	**4.0%**	**4.9%**	**5.4%**	92.9%
REVISED SPECIAL FORMS OF TRADING (%):		**1.1%**	**1.5%**	**1.8%**	**2.0%**	92.6%
Zone 1	£2,004	£1,983	£2,030	£2,085	£2,143	8.1%
Zone 2	£1,956	£1,935	£1,981	£2,035	£2,092	8.1%
Zone 3	£1,860	£1,841	£1,884	£1,935	£1,990	8.1%
Zone 4	£2,035	£2,014	£2,061	£2,117	£2,177	8.1%
Zone 5	£2,487	£2,461	£2,519	£2,587	£2,660	8.1%
Zone 6	£2,162	£2,140	£2,190	£2,249	£2,313	8.1%
Zone 7	£2,201	£2,178	£2,229	£2,290	£2,354	8.1%
Zone 8	£2,275	£2,251	£2,304	£2,367	£2,433	8.1%
Zone 9	£2,209	£2,186	£2,238	£2,298	£2,363	8.1%
Zone 10	£2,408	£2,383	£2,439	£2,505	£2,576	8.1%
Zone 11	£2,174	£2,151	£2,202	£2,261	£2,325	8.1%
Zone 12	£2,300	£2,276	£2,330	£2,393	£2,460	8.1%
Zone 13	£1,833	£1,814	£1,856	£1,907	£1,960	8.1%
Study Area	£2,147	£2,124	£2,174	£2,233	£2,296	**8.1%**

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2015) TO 2030 (£m)

ZONE:	2015 (incl SFT)	2015	2020	2025	2030	GROWTH: 2015-30 %	GROWTH: 2015-30 £m
Zone 1	£47.8	£47.3	£51.0	£54.9	£58.8	24.3%	£11.5
Zone 2	£49.3	£48.8	£52.4	£56.1	£59.9	22.6%	£11.1
Zone 3	£67.7	£67.0	£71.6	£76.4	£81.1	21.1%	£14.1
Zone 4	£74.7	£73.9	£78.9	£84.1	£89.1	20.6%	£15.2
Zone 5	£15.1	£15.0	£15.9	£16.8	£17.8	18.8%	£2.8
Zone 6	£36.8	£36.4	£38.2	£40.2	£42.2	15.9%	£5.8
Zone 7	£16.4	£16.3	£17.4	£18.5	£19.6	20.6%	£3.4
Zone 8	£23.8	£23.5	£25.1	£26.8	£28.4	20.8%	£4.9
Zone 9	£47.3	£46.8	£49.8	£52.9	£55.9	19.3%	£9.1
Zone 10	£7.4	£7.3	£7.7	£8.1	£8.5	16.8%	£1.2
Zone 11	£17.2	£17.0	£17.9	£18.9	£19.9	16.9%	£2.9
Zone 12	£22.0	£21.7	£22.9	£24.2	£25.4	16.9%	£3.7
Zone 13	£52.9	£52.4	£55.1	£58.2	£61.2	16.9%	£8.8
Study Area	£478.5	**£473.4**	**£504.0**	**£536.1**	**£567.8**	**19.9%**	**£94.4**

TABLE 4: ALL CONVENIENCE GOODS - 2015 MARKET SHAREANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	TOTAL STUDY AREA
Rugby Town Centre:														
Asda, Chapel Street	0.4%	0.0%	18.5%	9.7%	4.5%	1.1%	15.4%	9.9%	2.4%	7.5%	7.8%	0.2%	5.0%	6.7%
Iceland, Clock Towers	0.2%	0.0%	1.1%	4.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.9%
Marks & Spencer, High Street	0.2%	0.0%	1.2%	0.9%	1.9%	0.0%	4.8%	1.3%	0.1%	0.4%	0.5%	0.1%	0.1%	0.7%
Morrisons, Corporation Street	0.5%	0.0%	1.7%	1.3%	0.1%	0.2%	3.3%	0.4%	0.0%	0.2%	0.4%	0.4%	0.1%	0.7%
Sainsbury's Local, Clifton Road	0.0%	0.0%	0.2%	0.0%	0.5%	0.9%	1.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other shops, Rugby Town Centre	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge and Out of Centre:														
Aldi, Central Park, Coton Park	0.0%	0.0%	18.4%	2.5%	2.0%	0.2%	1.4%	13.1%	10.3%	3.7%	0.8%	0.9%	0.0%	5.0%
Aldi, Paddox Close	0.1%	0.0%	10.0%	8.5%	20.3%	0.3%	2.3%	2.5%	0.3%	6.9%	10.5%	0.0%	2.4%	4.4%
Lidl, Bilton Road	1.3%	0.7%	2.6%	6.7%	1.0%	0.0%	7.3%	1.8%	0.1%	0.1%	1.1%	0.0%	0.2%	2.1%
Sainsburys, Dunchurch Road	2.6%	0.0%	14.4%	40.4%	28.8%	5.3%	14.2%	8.3%	1.8%	5.0%	16.6%	2.3%	7.4%	12.7%
Tesco, Leicester Road	0.0%	0.0%	15.2%	4.7%	6.2%	0.0%	11.8%	27.7%	4.9%	20.0%	3.8%	0.4%	1.6%	6.0%
Local Centres:														
Tesco Express, Bilton Village	0.0%	0.0%	0.0%	2.7%	0.2%	0.0%	2.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Local shops, Bilton	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Hillmorton	0.0%	0.0%	0.9%	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.2%
Sainsbury's Local, Hillmorton Road	1.4%	0.0%	2.5%	1.7%	2.2%	2.0%	0.5%	0.0%	0.0%	0.2%	1.2%	0.6%	0.7%	1.2%
Local shops, Hillmorton	0.0%	0.0%	0.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express, Helvellyn Way, Brownsover	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.5%	5.6%	0.6%	0.9%	0.0%	0.0%	0.0%	0.9%
Other local shops and local centres	9.3%	1.1%	5.6%	11.6%	3.2%	0.4%	13.5%	5.3%	0.3%	0.6%	1.3%	1.0%	0.3%	4.7%
RUGBY BOROUGH	**15.9%**	**1.8%**	**96.4%**	**95.4%**	**72.4%**	**10.3%**	**79.9%**	**77.5%**	**20.9%**	**45.8%**	**44.7%**	**5.9%**	**17.9%**	**47.1%**
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	29.1%	0.0%	1.5%
Coventry	77.7%	65.5%	0.6%	2.2%	0.4%	0.5%	10.0%	13.5%	0.5%	0.9%	0.2%	0.0%	0.1%	16.3%
Daventry	0.0%	0.0%	0.2%	0.2%	11.2%	3.0%	1.8%	0.0%	1.3%	3.4%	22.0%	35.1%	75.0%	11.4%
Hinckley	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.9%	0.8%
Leamington Spa	0.2%	0.0%	0.4%	0.4%	4.8%	21.5%	2.6%	0.0%	0.6%	0.0%	0.2%	0.3%	0.0%	2.1%
Leicester	0.0%	2.8%	0.0%	0.0%	0.0%	0.6%	0.0%	0.3%	5.6%	0.7%	0.0%	0.0%	0.0%	0.9%
Lutterworth	0.0%	2.3%	0.4%	0.3%	0.2%	0.0%	0.5%	6.0%	59.9%	6.4%	1.5%	3.4%	0.0%	6.6%
Market Harborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	25.3%	0.7%	0.0%	0.0%	0.8%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	3.7%	7.3%	1.6%	3.4%	0.8%
Nuneaton	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Other	6.2%	15.1%	2.1%	1.5%	11.0%	62.2%	5.3%	2.6%	6.3%	13.8%	23.5%	24.6%	2.6%	11.1%
OUTSIDE RUGBY BOROUGH	**84.1%**	**98.2%**	**3.6%**	**4.6%**	**27.6%**	**89.7%**	**20.1%**	**22.5%**	**79.1%**	**54.2%**	**55.3%**	**94.1%**	**82.1%**	**52.9%**
TOTAL MARKRET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: ALL CONVENIENCE GOODS - 2015 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	TOTAL STUDY
TOTAL AVAILABLE EXPENDITURE (£m):	£47.3	£48.8	£67.0	£73.9	£15.0	£36.4	£16.3	£23.5	£46.8	£7.3	£17.0	£21.7	£52.4	£473.4
Rugby Town Centre:														
Asda, Chapel Street	£0.2	£0.0	£12.4	£7.2	£0.7	£0.4	£2.5	£2.3	£1.1	£0.5	£1.3	£0.0	£2.6	£31.3
Iceland, Clock Towers	£0.1	£0.0	£0.7	£3.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
Marks & Spencer, High Street	£0.1	£0.0	£0.8	£0.7	£0.3	£0.0	£0.8	£0.3	£0.1	£0.0	£0.1	£0.0	£0.1	£3.2
Morrisons, Corporation Street	£0.2	£0.0	£1.2	£0.9	£0.0	£0.1	£0.5	£0.1	£0.0	£0.0	£0.1	£0.1	£0.1	£3.3
Sainsbury's Local, Clifton Road	£0.0	£0.0	£0.1	£0.0	£0.1	£0.3	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Other shops, Rugby Town Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Edge and Out of Centre:														
Aldi, Central Park, Coton Park	£0.0	£0.0	£12.3	£1.8	£0.3	£0.1	£0.2	£3.1	£4.8	£0.3	£0.1	£0.2	£0.0	£23.3
Aldi, Paddox Close	£0.1	£0.0	£6.7	£6.3	£3.0	£0.1	£0.4	£0.6	£0.1	£0.5	£1.8	£0.0	£1.3	£20.8
Lidl, Bilton Road	£0.6	£0.3	£1.8	£5.0	£0.2	£0.0	£1.2	£0.4	£0.1	£0.0	£0.2	£0.0	£0.1	£9.8
Sainsburys, Dunchurch Road	£1.2	£0.0	£9.6	£29.9	£4.3	£1.9	£2.3	£2.0	£0.8	£0.4	£2.8	£0.5	£3.9	£59.6
Tesco, Leicester Road	£0.0	£0.0	£10.2	£3.5	£0.9	£0.0	£1.9	£6.5	£2.3	£1.5	£0.6	£0.1	£0.9	£28.4
Local Centres:														
Tesco Express, Bilton Village	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Local shops, Bilton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Co-op, High Street, Hillmorton	£0.0	£0.0	£0.6	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.1
Sainsbury's Local, Hillmorton Road	£0.7	£0.0	£1.7	£1.3	£0.3	£0.7	£0.1	£0.0	£0.0	£0.0	£0.2	£0.1	£0.4	£5.4
Local shops, Hillmorton	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Tesco Express, Helvellyn Way, Brownsover	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.1	£1.3	£0.3	£0.1	£0.0	£0.0	£0.0	£4.1
Other local shops and local centres	£4.42	£0.55	£3.76	£8.58	£0.48	£0.13	£2.20	£1.26	£0.15	£0.04	£0.22	£0.21	£0.15	£22.1
RUGBY BOROUGH	**£7.55**	**£0.9**	**£64.5**	**£70.5**	**£10.8**	**£3.8**	**£13.0**	**£18.2**	**£9.8**	**£3.4**	**£7.6**	**£1.3**	**£9.4**	**£220.7**
Banbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£6.3	£0.0	£7.0
Coventry	£36.8	£32.0	£0.4	£1.6	£0.1	£0.2	£1.6	£3.2	£0.2	£0.1	£0.0	£0.0	£0.1	£76.2
Daventry	£0.0	£0.0	£0.1	£0.2	£1.7	£1.1	£0.3	£0.0	£0.6	£0.3	£3.7	£7.6	£39.3	£54.8
Hinckley	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.5	£3.7
Leamington Spa	£0.1	£0.0	£0.2	£0.3	£0.7	£7.8	£0.4	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£10.0
Leicester	£0.0	£1.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£2.6	£0.1	£0.0	£0.0	£0.0	£4.3
Lutterworth	£0.0	£1.1	£0.3	£0.2	£0.0	£0.0	£0.1	£1.4	£28.1	£0.5	£0.3	£0.7	£0.0	£32.7
Market Harborough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£1.8	£0.1	£0.0	£0.0	£3.6
Northampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.2	£0.4	£1.8	£3.7
Nuneaton	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
Other	£2.9	£7.4	£1.4	£1.1	£1.6	£22.6	£0.9	£0.6	£2.9	£1.0	£4.0	£5.4	£1.4	£53.2
OUTSIDE RUGBY BOROUGH	**£39.8**	**£47.9**	**£2.4**	**£3.4**	**£4.1**	**£32.7**	**£3.3**	**£5.3**	**£37.1**	**£4.0**	**£9.4**	**£20.5**	**£43.0**	**£252.7**
TOTAL MARKRET SHARE	**£47.3**	**£48.8**	**£67.0**	**£73.9**	**£15.0**	**£36.4**	**£16.3**	**£23.5**	**£46.8**	**£7.3**	**£17.0**	**£21.7**	**£52.4**	**£473.4**

TABLE 6: ALL CONVENIENCE GOODS - 2020 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	TOTAL STUDY
TOTAL AVAILABLE EXPENDITURE (£m):	£51.0	£52.4	£71.6	£78.9	£15.9	£38.2	£17.4	£25.1	£49.8	£7.7	£17.9	£21.7	£52.4	£504.0
Rugby Town Centre:														
Asda, Chapel Street	£0.2	£0.0	£13.3	£7.7	£0.7	£0.4	£2.7	£2.5	£1.2	£0.6	£1.4	£0.0	£2.6	£33.2
Iceland, Clock Towers	£0.1	£0.0	£0.8	£3.4	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5
Marks & Spencer, High Street	£0.1	£0.0	£0.8	£0.7	£0.3	£0.0	£0.8	£0.3	£0.1	£0.0	£0.1	£0.0	£0.1	£3.4
Morrisons, Corporation Street	£0.2	£0.0	£1.2	£1.0	£0.0	£0.1	£0.6	£0.1	£0.0	£0.0	£0.1	£0.1	£0.1	£3.5
Sainsbury's Local, Clifton Road	£0.0	£0.0	£0.1	£0.0	£0.1	£0.4	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Other shops, Rugby Town Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Edge and Out of Centre:														
Aldi, Central Park, Coton Park	£0.0	£0.0	£13.2	£2.0	£0.3	£0.1	£0.2	£3.3	£5.2	£0.3	£0.1	£0.2	£0.0	£24.8
Aldi, Paddox Close	£0.1	£0.0	£7.2	£6.7	£3.2	£0.1	£0.4	£0.6	£0.1	£0.5	£1.9	£0.0	£1.3	£22.1
Lidl, Bilton Road	£0.7	£0.4	£1.9	£5.3	£0.2	£0.0	£1.3	£0.5	£0.1	£0.0	£0.2	£0.0	£0.1	£10.5
Sainsburys, Dunchurch Road	£1.3	£0.0	£10.3	£31.9	£4.6	£2.0	£2.5	£2.1	£0.9	£0.4	£3.0	£0.5	£3.9	£63.2
Tesco, Leicester Road	£0.0	£0.0	£10.9	£3.7	£1.0	£0.0	£2.0	£7.0	£2.5	£1.5	£0.7	£0.1	£0.9	£30.2
Local Centres:														
Tesco Express, Bilton Village	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Local shops, Bilton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Co-op, High Street, Hillmorton	£0.0	£0.0	£0.6	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.1
Sainsbury's Local, Hillmorton Road	£0.7	£0.0	£1.8	£1.3	£0.3	£0.7	£0.1	£0.0	£0.0	£0.0	£0.2	£0.1	£0.4	£5.8
Local shops, Hillmorton	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Tesco Express, Helvellyn Way, Brownsover	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.1	£1.4	£0.3	£0.1	£0.0	£0.0	£0.0	£4.4
Other local shops and local centres	£4.8	£0.6	£4.0	£9.2	£0.5	£0.1	£2.3	£1.3	£0.2	£0.0	£0.2	£0.2	£0.2	£23.7
RUGBY BOROUGH	**£8.1**	**£0.9**	**£69.0**	**£75.3**	**£11.5**	**£3.9**	**£13.9**	**£19.5**	**£10.4**	**£3.5**	**£8.0**	**£1.3**	**£9.4**	**£234.8**
Banbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£6.3	£0.0	£7.0
Coventry	£39.7	£34.3	£0.4	£1.7	£0.1	£0.2	£1.7	£3.4	£0.2	£0.1	£0.0	£0.0	£0.1	£81.9
Daventry	£0.0	£0.0	£0.1	£0.2	£1.8	£1.1	£0.3	£0.0	£0.7	£0.3	£3.9	£7.6	£39.3	£55.2
Hinckley	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.5	£3.9
Leamington Spa	£0.1	£0.0	£0.3	£0.3	£0.8	£8.2	£0.4	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£10.5
Leicester	£0.0	£1.5	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£2.8	£0.1	£0.0	£0.0	£0.0	£4.6
Lutterworth	£0.0	£1.2	£0.3	£0.2	£0.0	£0.0	£0.1	£1.5	£29.8	£0.5	£0.3	£0.7	£0.0	£34.7
Market Harborough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£1.9	£0.1	£0.0	£0.0	£3.9
Northampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.3	£0.4	£1.8	£3.7
Nuneaton	£0.0	£3.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8
Other	£3.1	£7.9	£1.5	£1.2	£1.7	£23.8	£0.9	£0.6	£3.1	£1.1	£4.2	£5.4	£1.4	£55.9
OUTSIDE RUGBY BOROUGH	**£42.9**	**£51.4**	**£2.6**	**£3.6**	**£4.4**	**£34.3**	**£3.5**	**£5.6**	**£39.4**	**£4.2**	**£9.9**	**£20.5**	**£43.0**	**£265.2**
TOTAL MARKRET SHARE	**£51.0**	**£52.4**	**£71.6**	**£78.9**	**£15.9**	**£38.2**	**£17.4**	**£25.1**	**£49.8**	**£7.7**	**£17.9**	**£21.7**	**£52.4**	**£500.0**

TABLE 7: ALL COMPARISON GOODS - 2025 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	TOTAL STUDY
TOTAL AVAILABLE EXPENDITURE (£m):	£54.9	£56.1	£76.4	£84.1	£16.8	£40.2	£18.5	£26.8	£52.9	£8.1	£18.9	£24.2	£58.2	£536.1
Rugby Town Centre:														
Asda, Chapel Street	£0.2	£0.0	£14.2	£8.2	£0.8	£0.4	£2.8	£2.6	£1.2	£0.6	£1.5	£0.0	£2.9	£35.5
Iceland, Clock Towers	£0.1	£0.0	£0.8	£3.6	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
Marks & Spencer, High Street	£0.1	£0.0	£0.9	£0.8	£0.3	£0.0	£0.9	£0.3	£0.1	£0.0	£0.1	£0.0	£0.1	£3.6
Morrisons, Corporation Street	£0.3	£0.0	£1.3	£1.1	£0.0	£0.1	£0.6	£0.1	£0.0	£0.0	£0.1	£0.1	£0.1	£3.8
Sainsbury's Local, Clifton Road	£0.0	£0.0	£0.1	£0.0	£0.1	£0.4	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Other shops, Rugby Town Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Edge and Out of Centre:														
Aldi, Central Park, Coton Park	£0.0	£0.0	£14.0	£2.1	£0.3	£0.1	£0.2	£3.5	£5.5	£0.3	£0.2	£0.2	£0.0	£26.4
Aldi, Paddox Close	£0.1	£0.0	£7.6	£7.1	£3.4	£0.1	£0.4	£0.7	£0.2	£0.6	£2.0	£0.0	£1.4	£23.6
Lidl, Bilton Road	£0.7	£0.4	£2.0	£5.6	£0.2	£0.0	£1.4	£0.5	£0.1	£0.0	£0.2	£0.0	£0.1	£11.2
Sainsburys, Dunchurch Road	£1.4	£0.0	£11.0	£34.0	£4.8	£2.1	£2.6	£2.2	£0.9	£0.4	£3.1	£0.5	£4.3	£67.5
Tesco, Leicester Road	£0.0	£0.0	£11.6	£4.0	£1.1	£0.0	£2.2	£7.4	£2.6	£1.6	£0.7	£0.1	£0.9	£32.2
Local Centres:														
Tesco Express, Bilton Village	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
Local shops, Bilton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Co-op, High Street, Hillmorton	£0.0	£0.0	£0.7	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.2
Sainsbury's Local, Hillmorton Road	£0.8	£0.0	£1.9	£1.4	£0.4	£0.8	£0.1	£0.0	£0.0	£0.0	£0.2	£0.2	£0.4	£6.2
Local shops, Hillmorton	£0.0	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Tesco Express, Helvellyn Way, Brownsover	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.1	£1.5	£0.3	£0.1	£0.0	£0.0	£0.0	£4.6
Other local shops and local centres	£5.1	£0.6	£4.3	£9.8	£0.5	£0.1	£2.5	£1.4	£0.2	£0.0	£0.2	£0.2	£0.2	£25.3
RUGBY BOROUGH	**£8.8**	**£1.0**	**£73.6**	**£80.3**	**£12.2**	**£4.2**	**£14.8**	**£20.8**	**£11.0**	**£3.7**	**£8.4**	**£1.4**	**£10.4**	**£250.6**
Banbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0	£0.0	£7.8
Coventry	£42.7	£36.7	£0.4	£1.8	£0.1	£0.2	£1.9	£3.6	£0.3	£0.1	£0.0	£0.0	£0.1	£87.9
Daventry	£0.0	£0.0	£0.1	£0.2	£1.9	£1.2	£0.3	£0.0	£0.7	£0.3	£4.2	£8.5	£43.6	£60.9
Hinckley	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.6	£4.2
Leamington Spa	£0.1	£0.0	£0.3	£0.3	£0.8	£8.7	£0.5	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£11.1
Leicester	£0.0	£1.6	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£3.0	£0.1	£0.0	£0.0	£0.0	£4.9
Lutterworth	£0.0	£1.3	£0.3	£0.2	£0.0	£0.0	£0.1	£1.6	£31.7	£0.5	£0.3	£0.8	£0.0	£36.9
Market Harborough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£2.1	£0.1	£0.0	£0.0	£4.1
Northampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.4	£0.4	£2.0	£4.1
Nuneaton	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1
Other	£3.4	£8.5	£1.6	£1.3	£1.9	£25.0	£1.0	£0.7	£3.3	£1.1	£4.4	£6.0	£1.5	£59.6
OUTSIDE RUGBY BOROUGH	**£46.2**	**£55.1**	**£2.8**	**£3.8**	**£4.6**	**£36.1**	**£3.7**	**£6.0**	**£41.8**	**£4.4**	**£10.5**	**£22.8**	**£47.7**	**£285.5**
TOTAL MARKRET SHARE	**£54.9**	**£56.1**	**£76.4**	**£84.1**	**£16.8**	**£40.2**	**£18.5**	**£26.8**	**£52.9**	**£8.1**	**£18.9**	**£24.2**	**£58.2**	**£536.1**

TABLE 8: ALL CONVENIENCE GOODS - 2030 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	TOTAL STUDY
TOTAL AVAILABLE EXPENDITURE (£m):	£58.8	£59.9	£81.1	£89.1	£17.8	£42.2	£19.6	£28.4	£55.9	£8.5	£19.9	£25.4	£61.2	£567.8
Rugby Town Centre:														
Asda, Chapel Street	£0.2	£0.0	£15.0	£8.6	£0.8	£0.5	£3.0	£2.8	£1.3	£0.6	£1.6	£0.0	£3.1	£37.6
Iceland, Clock Towers	£0.1	£0.0	£0.9	£3.8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0
Marks & Spencer, High Street	£0.1	£0.0	£0.9	£0.8	£0.3	£0.0	£0.9	£0.4	£0.1	£0.0	£0.1	£0.0	£0.1	£3.8
Morrisons, Corporation Street	£0.3	£0.0	£1.4	£1.1	£0.0	£0.1	£0.7	£0.1	£0.0	£0.0	£0.1	£0.1	£0.1	£4.0
Sainsbury's Local, Clifton Road	£0.0	£0.0	£0.1	£0.0	£0.1	£0.4	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Other shops, Rugby Town Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Edge and Out of Centre:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, Central Park, Coton Park	£0.0	£0.0	£14.9	£2.2	£0.4	£0.1	£0.3	£3.7	£5.8	£0.3	£0.2	£0.2	£0.0	£28.0
Aldi, Paddox Close	£0.1	£0.0	£8.1	£7.6	£3.6	£0.1	£0.5	£0.7	£0.2	£0.6	£2.1	£0.0	£1.5	£25.0
Lidl, Bilton Road	£0.8	£0.4	£2.1	£6.0	£0.2	£0.0	£1.4	£0.5	£0.1	£0.0	£0.2	£0.0	£0.1	£11.9
Sainsburys, Dunchurch Road	£1.5	£0.0	£11.7	£36.0	£5.1	£2.2	£2.8	£2.4	£1.0	£0.4	£3.3	£0.6	£4.5	£71.5
Tesco, Leicester Road	£0.0	£0.0	£12.3	£4.2	£1.1	£0.0	£2.3	£7.9	£2.8	£1.7	£0.7	£0.1	£1.0	£34.2
Local Centres:														
Tesco Express, Bilton Village	£0.0	£0.0	£0.0	£2.4	£0.0	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
Local shops, Bilton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Co-op, High Street, Hillmorton	£0.0	£0.0	£0.7	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.3
Sainsbury's Local, Hillmorton Road	£0.8	£0.0	£2.0	£1.5	£0.4	£0.8	£0.1	£0.0	£0.0	£0.0	£0.2	£0.2	£0.5	£6.5
Local shops, Hillmorton	£0.0	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Tesco Express, Helvellyn Way, Brownsover	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.1	£1.6	£0.3	£0.1	£0.0	£0.0	£0.0	£4.9
Other local shops and local centres	£5.5	£0.7	£4.6	£10.3	£0.6	£0.2	£2.7	£1.5	£0.2	£0.1	£0.3	£0.2	£0.2	£26.8
RUGBY BOROUGH	**£9.4**	**£1.1**	**£78.1**	**£85.0**	**£12.9**	**£4.4**	**£15.7**	**£22.0**	**£11.7**	**£3.9**	**£8.9**	**£1.5**	**£11.0**	**£265.5**
Banbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£7.4	£0.0	£8.2
Coventry	£45.7	£39.2	£0.5	£1.9	£0.1	£0.2	£2.0	£3.8	£0.3	£0.1	£0.0	£0.0	£0.1	£93.9
Daventry	£0.0	£0.0	£0.1	£0.2	£2.0	£1.3	£0.4	£0.0	£0.8	£0.3	£4.4	£8.9	£45.9	£64.1
Hinckley	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.6	£4.5
Leamington Spa	£0.1	£0.0	£0.3	£0.4	£0.9	£9.1	£0.5	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£11.7
Leicester	£0.0	£1.7	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£3.1	£0.1	£0.0	£0.0	£0.0	£5.2
Lutterworth	£0.0	£1.4	£0.3	£0.2	£0.0	£0.0	£0.1	£1.7	£33.5	£0.5	£0.3	£0.9	£0.0	£39.0
Market Harborough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.2	£0.1	£0.0	£0.0	£4.3
Northampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.4	£0.4	£2.1	£4.3
Nuneaton	£0.0	£4.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3
Other	£3.6	£9.0	£1.7	£1.3	£2.0	£26.2	£1.0	£0.7	£3.5	£1.2	£4.7	£6.3	£1.6	£62.9
OUTSIDE RUGBY BOROUGH	**£49.4**	**£58.8**	**£2.9**	**£4.1**	**£4.9**	**£37.9**	**£3.9**	**£6.4**	**£44.2**	**£4.6**	**£11.0**	**£23.9**	**£50.2**	**£302.3**
TOTAL MARKRET SHARE	**£58.8**	**£59.9**	**£81.1**	**£89.1**	**£17.8**	**£42.2**	**£19.6**	**£28.4**	**£55.9**	**£8.5**	**£19.9**	**£25.4**	**£61.2**	**£567.8**

TABLE 9: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'Inflow' from Outside Study Area	2015	2020	2025	2030
Rugby Town Centre	0%	£43.1	£45.8	£48.9	£51.8
Local Centres and Villages	0%	£35.8	£38.2	£40.8	£43.2
Edge and Out of centre stores	0%	£141.9	£150.9	£161.0	£170.5
Total Rugby Borough		£220.7	£234.8	£250.6	£265.5

Notes: 'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to the Borough's main centres, shops and stores who live outside the defined study area (i.e. beyond Zones 1-13).

TABLE 10: NEW RETAIL COMMITMENTS - ESTIMATED CONVENIENCE GOODS SALES AREAS & BENCHMARK TURNOVERS

	Location	2015	2020	2025	2030
(1) Gateway Sustainable Urban Extension	New Centre	£3.2	£3.1	£3.2	£3.2
(2) Rugby Radio Station Sustainable Urban Extension	New Centre	£43.1	£42.5	£42.6	£42.8
TOTAL TURNOVER OF COMMITTED RETAIL FLOORSPACE (£m):		**£46.2**	**£45.7**	**£45.8**	**£46.0**

Source: Table 1, Appendix 8

TABLE 11: RUGBY BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£220.7	£234.8	£250.6	£265.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) [1]:	£220.7	£218.1	£218.5	£219.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£16.8	£32.1	£45.9
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£46.2	£45.7	£45.8	£46.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£28.9**	**-£13.6**	**-£0.1**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per s	£12,250	£12,104	£12,128	£12,189
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,389**	**-1,124**	**-8**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-3,413	-1,606	-12
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per s	£5,500	£5,434	£5,445	£5,472
	(ii) Net Floorspace Capacity (sq m):	**-**	**-5,321**	**-2,504**	**-18**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-7,602	-3,577	-26

TABLE 12: RUGBY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN RUGBY TOWN CENTRE (£m):	£43.1	£45.8	£48.9	£51.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN RUGBY TOWN CENTRE (£m):	£43.1	£42.5	£42.6	£42.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.2	£6.3	£8.9
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£3.2**	**£6.3**	**£8.9**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Foodstore Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per s	£12,250	£12,104	£12,128	£12,189
	(ii) Net Floorspace Capacity (sq m):	**-**	**266**	**515**	**732**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	380	736	1,046
	Supermarket/ Deep Discounter Format				
	(i) Estimated Average Sales Density of New Floorspace (£ per s	£5,500	£5,434	£5,445	£5,472
	(ii) Net Floorspace Capacity (sq m):	**-**	**592**	**1,148**	**1,631**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		845	1,640	2,330

TABLE 13: LOCAL/ VILLAGE CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AND VILLAGE CENTRES (£r	£35.8	£38.2	£40.8	£43.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AND VILLAGE CENTRES	£35.8	£35.3	£35.4	£35.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.8	£5.4	£7.7
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£2.8**	**£5.4**	**£7.7**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per s	£12,250	£12,104	£12,128	£12,189
	(ii) Net Floorspace Capacity (sq m):	**-**	**234**	**442**	**629**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	335	631	898
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per s	£5,500	£5,434	£5,445	£5,472
	(ii) Net Floorspace Capacity (sq m):	**-**	**522**	**984**	**1,401**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		745	1,406	2,001

TABLE 14: REST OF BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£141.9	£150.9	£161.0	£170.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£141.9	£140.2	£140.5	£141.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£10.7	£20.5	£29.3
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£46.2	£45.7	£45.8	£46.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£35.0**	**-£25.2**	**-£16.7**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per s	£12,250	£12,104	£12,128	£12,189
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,889**	**-2,081**	**-1,369**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-4,127	-2,973	-1,956
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per s	£5,500	£5,434	£5,445	£5,472
	(ii) Net Floorspace Capacity (sq m):	**-**	**-6,435**	**-4,636**	**-3,050**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-9,193	-6,622	-4,357

APPENDIX 7: COMPARISON CAPACITY ASSESSMENT

Carter Jonas

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2015) POPULATION & PROJECTIONS (to 2030) GROWTH: 2015-2030

ZONE:	2015	2020	2025	2030	%	
Zone 1	23876	25149	26358	27445	14.9%	3,569
Zone 2	25220	26428	27575	28614	13.5%	3,394
Zone 3	36376	38004	39476	40744	12.0%	4,368
Zone 4	36683	38297	39729	40920	11.6%	4,237
Zone 5	6079	6302	6511	6683	9.9%	604
Zone 6	17028	17457	17878	18256	7.2%	1,228
Zone 7	7470	7792	8086	8334	11.6%	864
Zone 8	10450	10907	11320	11682	11.8%	1,232
Zone 9	21421	22244	23003	23651	10.4%	2,230
Zone 10	3071	3157	3242	3317	8.0%	246
Zone 11	7910	8137	8359	8555	8.2%	645
Zone 12	9552	9829	10099	10331	8.2%	779
Zone 13	28867	29698	30515	31216	8.1%	2,349
Study Area	**236018**	**245421**	**254176**	**261778**	**10.9%**	**25,760**

Source: The base year (2015) population and projections to 2030 have been sourced directly from Experian's latest *'Retail Area Planner'* Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 2: REVISED EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

ZONE:	2015 (incl SFT)	2015	2020	2025	2030	% GROWTH: 2015-30
EXPERIAN - SPECIAL FORMS OF TRADING (%):		**12.5%**	**15.7%**	**15.9%**	**15.6%**	24.8%
REVISED SPECIAL FORMS OF TRADING (%):		**12.0%**	**15.2%**	**15.3%**	**15.0%**	25.3%
Zone 1	£3,039	£2,675	£3,004	£3,520	£4,155	55.3%
Zone 2	£2,949	£2,596	£2,915	£3,416	£4,032	55.3%
Zone 3	£2,707	£2,382	£2,675	£3,135	£3,700	55.3%
Zone 4	£3,193	£2,811	£3,156	£3,699	£4,366	55.3%
Zone 5	£4,419	£3,889	£4,367	£5,118	£6,041	55.3%
Zone 6	£3,572	£3,144	£3,530	£4,138	£4,883	55.3%
Zone 7	£3,586	£3,156	£3,544	£4,154	£4,902	55.3%
Zone 8	£3,833	£3,374	£3,789	£4,440	£5,241	55.3%
Zone 9	£3,877	£3,412	£3,832	£4,491	£5,300	55.3%
Zone 10	£4,463	£3,928	£4,411	£5,170	£6,102	55.3%
Zone 11	£3,893	£3,426	£3,847	£4,509	£5,322	55.3%
Zone 12	£4,125	£3,631	£4,077	£4,778	£5,639	55.3%
Zone 13	£2,859	£2,517	£2,826	£3,312	£3,909	55.3%
Study Area	£3,578	£3,149	£3,536	£4,145	£4,892	**55.3%**

Source: Average spend per capita estimates (2013 prices) are derived from Experian *'Retail Area Planner' Reports* using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 12.1 published by Experian Business Strategies (October 2014).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 12.1.

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, 2014 - 2030 (£m) GROWTH: 2015-30

ZONE:	2015 (incl SFT)	2015	2020	2025	2030	%	£m
Zone 1	£72.6	£63.9	£75.5	£92.8	£114.0	78.5%	£50.2
Zone 2	£74.4	£65.5	£77.0	£94.2	£115.4	76.2%	£49.9
Zone 3	£98.5	£86.7	£101.7	£123.8	£150.8	74.0%	£64.1
Zone 4	£117.1	£103.1	£120.9	£147.0	£178.6	73.3%	£75.5
Zone 5	£26.9	£23.6	£27.5	£33.3	£40.4	70.8%	£16.7
Zone 6	£60.8	£53.5	£61.6	£74.0	£89.2	66.5%	£35.6
Zone 7	£26.8	£23.6	£27.6	£33.6	£40.9	73.3%	£17.3
Zone 8	£40.1	£35.3	£41.3	£50.3	£61.2	73.6%	£26.0
Zone 9	£83.1	£73.1	£85.2	£103.3	£125.4	71.5%	£52.3
Zone 10	£13.7	£12.1	£13.9	£16.8	£20.2	67.8%	£8.2
Zone 11	£30.8	£27.1	£31.3	£37.7	£45.5	68.0%	£18.4
Zone 12	£39.4	£34.7	£40.1	£48.3	£58.3	68.0%	£23.6
Zone 13	£82.5	£72.6	£83.9	£101.1	£122.0	68.0%	£49.4
Study Area	£766.6	£674.7	**£787.7**	**£955.9**	**£1,161.8**	**72.2%**	**£487.1**

Notes: Table 1 and Table 2

TABLE 4: ALL COMPARISON GOODS - 2015 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	TOTAL STUDY AREA
Rugby Town Centre	8.4%	0.2%	53.4%	46.7%	40.4%	3.8%	38.0%	31.6%	18.3%	21.1%	26.6%	3.1%	12.9%	24.2%
Edge and out of centre stores:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elliot's Field Retail Park	0.5%	0.1%	2.3%	4.2%	2.3%	0.2%	2.7%	4.1%	6.6%	3.8%	2.4%	0.0%	1.5%	2.4%
Junction One Retail Park	0.8%	0.2%	9.8%	8.8%	5.2%	0.6%	9.1%	13.2%	5.8%	13.1%	8.9%	0.1%	4.0%	5.5%
Other out of centre stores	0.0%	0.0%	3.7%	11.7%	3.6%	0.2%	5.4%	5.6%	1.8%	4.3%	3.4%	0.5%	1.2%	3.4%
Other local shops and local centres	0.5%	0.6%	0.8%	1.1%	1.7%	0.2%	1.0%	1.4%	0.0%	0.3%	0.2%	0.0%	0.2%	0.6%
RUGBY BOROUGH	**10.2%**	**1.2%**	**70.0%**	**72.6%**	**53.2%**	**5.0%**	**56.1%**	**55.9%**	**32.5%**	**42.5%**	**41.4%**	**3.7%**	**19.9%**	**36.1%**
Banbury Town Centre	0.1%	0.0%	0.4%	0.1%	2.3%	12.2%	0.3%	0.0%	0.0%	0.0%	0.0%	53.2%	3.8%	4.3%
Banbury Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Birmingham	4.0%	2.3%	3.9%	3.5%	3.1%	0.4%	2.5%	5.1%	1.0%	0.6%	1.0%	1.3%	0.0%	2.4%
Coventry City Centre	42.1%	33.6%	11.5%	5.8%	5.7%	10.6%	10.0%	11.5%	0.9%	0.3%	0.2%	0.0%	0.5%	12.1%
Coventry Out of Centre	27.8%	26.1%	3.3%	3.8%	1.7%	1.4%	6.1%	2.9%	0.6%	0.2%	0.7%	0.1%	0.6%	7.1%
Leamington Spa Town Centre	7.0%	2.5%	2.8%	5.5%	17.7%	38.2%	17.3%	7.0%	0.4%	0.3%	1.5%	2.6%	2.3%	7.3%
Leamington Out of Centre	0.0%	0.0%	0.2%	0.4%	0.3%	12.3%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.1%
Leicester City Centre	0.5%	2.4%	3.0%	1.2%	1.6%	0.3%	1.0%	0.8%	11.5%	5.8%	1.5%	0.0%	1.5%	2.5%
Leicester Out of Centre (Fosse Park RP)	0.8%	5.4%	1.5%	3.7%	1.9%	0.1%	1.2%	5.1%	23.3%	4.3%	5.8%	0.0%	1.6%	4.7%
Northampton Town Centre	0.0%	0.1%	0.6%	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	8.1%	14.5%	3.5%	15.5%	2.7%
Northampton Out of Centre	0.0%	0.0%	0.4%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	2.3%	2.7%	1.4%	4.7%	0.8%
Other	7.5%	26.3%	2.5%	2.9%	11.2%	19.5%	5.5%	11.7%	29.8%	35.7%	30.4%	33.6%	49.5%	18.9%
OUTSIDE OF RUGBY BOROUGH	**89.8%**	**98.8%**	**30.0%**	**27.4%**	**46.8%**	**95.0%**	**43.9%**	**44.1%**	**67.5%**	**57.5%**	**58.6%**	**96.3%**	**80.1%**	**63.9%**
TOTAL MARKET SHARE	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 5: ALL COMPARISON GOODS - 2015 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE(£m):	£63.9	£65.5	£86.7	£103.1	£23.6	£53.5	£23.6	£35.3	£73.1	£12.1	£27.1	£34.7	£72.6	£674.7
Rugby Town Centre	£5.4	£0.2	£46.2	£48.2	£9.5	£2.0	£9.0	£11.1	£13.4	£2.5	£7.2	£1.1	£9.4	£165.2
Edge and out of centre stores:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Elliot's Field Retail Park	£0.3	£0.0	£2.0	£4.4	£0.6	£0.1	£0.6	£1.5	£4.8	£0.5	£0.6	£0.0	£1.1	£16.5
Junction One Retail Park	£0.5	£0.2	£8.5	£9.1	£1.2	£0.3	£2.1	£4.6	£4.2	£1.6	£2.4	£0.0	£2.9	£37.8
Other out of centre stores	£0.0	£0.0	£3.2	£12.0	£0.9	£0.1	£1.3	£2.0	£1.3	£0.5	£0.9	£0.2	£0.9	£23.3
Other local shops and local centres	£0.3	£0.4	£0.7	£1.1	£0.4	£0.1	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£4.0
RUGBY BOROUGH	**£6.5**	**£0.8**	**£60.7**	**£74.8**	**£12.6**	**£2.7**	**£13.2**	**£19.7**	**£23.7**	**£5.1**	**£11.2**	**£1.3**	**£14.5**	**£246.8**
Banbury Town Centre	£0.1	£0.0	£0.4	£0.1	£0.5	£6.5	£0.1	£0.0	£0.0	£0.0	£0.0	£18.5	£2.7	£28.9
Banbury Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3
Birmingham	£2.5	£1.5	£3.4	£3.6	£0.7	£0.2	£0.6	£1.8	£0.8	£0.1	£0.3	£0.4	£0.0	£15.9
Coventry City Centre	£26.9	£22.0	£9.9	£6.0	£1.4	£5.7	£2.4	£4.0	£0.7	£0.0	£0.1	£0.0	£0.4	£79.4
Coventry Out of Centre	£17.7	£17.1	£2.8	£3.9	£0.4	£0.8	£1.4	£1.0	£0.4	£0.0	£0.2	£0.0	£0.4	£46.2
Leamington Spa Town Centre	£4.5	£1.6	£2.4	£5.7	£4.2	£20.4	£4.1	£2.5	£0.3	£0.0	£0.4	£0.9	£1.7	£48.7
Leamington Out of Centre	£0.0	£0.0	£0.2	£0.4	£0.1	£6.6	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£7.4
Leicester City Centre	£0.3	£1.6	£2.6	£1.2	£0.4	£0.2	£0.2	£0.3	£8.4	£0.7	£0.4	£0.0	£1.1	£17.4
Leicester Out of Centre (Fosse Park RP)	£0.5	£3.5	£1.3	£3.9	£0.5	£0.1	£0.3	£1.8	£17.0	£0.5	£1.6	£0.0	£1.2	£32.2
Northampton Town Centre	£0.0	£0.1	£0.5	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.0	£3.9	£1.2	£11.3	£18.4
Northampton Out of Centre	£0.0	£0.0	£0.3	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£0.5	£3.4	£5.5
Other	£4.8	£17.2	£2.2	£3.0	£2.7	£10.4	£1.3	£4.1	£21.8	£4.3	£8.2	£11.7	£36.0	£127.7
OUTSIDE OF RUGBY BOROUGH	**£57.3**	**£64.7**	**£26.0**	**£28.3**	**£11.1**	**£50.9**	**£10.3**	**£15.5**	**£49.4**	**£6.9**	**£15.9**	**£33.4**	**£58.2**	**£427.9**
TOTAL MARKET SHARE	£63.9	£65.5	£86.7	£103.1	£23.6	£53.5	£23.6	£35.3	£73.1	£12.1	£27.1	£34.7	£72.6	£674.7

TABLE 6: ALL COMPARISON GOODS - 2020 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE(£m):	£75.5	£77.0	£101.7	£120.9	£27.5	£61.6	£27.6	£41.3	£85.2	£13.9	£31.3	£40.1	£83.9	£787.7
Rugby Town Centre	£6.4	£0.2	£54.2	£56.5	£11.1	£2.3	£10.5	£13.0	£15.6	£2.9	£8.3	£1.2	£10.8	£193.2
Edge and out of centre stores:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Elliot's Field Retail Park	£0.4	£0.0	£2.3	£5.1	£0.6	£0.1	£0.8	£1.7	£5.6	£0.5	£0.7	£0.0	£1.3	£19.2
Junction One Retail Park	£0.6	£0.2	£10.0	£10.6	£1.4	£0.4	£2.5	£5.4	£4.9	£1.8	£2.8	£0.0	£3.4	£44.1
Other out of centre stores	£0.0	£0.0	£3.8	£14.1	£1.0	£0.1	£1.5	£2.3	£1.5	£0.6	£1.1	£0.2	£1.0	£27.2
Other local shops and local centres	£0.4	£0.5	£0.8	£1.3	£0.5	£0.1	£0.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.2	£4.7
RUGBY BOROUGH	**£7.7**	**£0.9**	**£71.2**	**£87.7**	**£14.6**	**£3.1**	**£15.5**	**£23.1**	**£27.7**	**£5.9**	**£13.0**	**£1.5**	**£16.7**	**£288.5**
Banbury Town Centre	£0.1	£0.0	£0.4	£0.1	£0.6	£7.5	£0.1	£0.0	£0.0	£0.0	£0.0	£21.3	£3.2	£33.4
Banbury Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3
Birmingham	£3.0	£1.8	£4.0	£4.3	£0.8	£0.3	£0.7	£2.1	£0.9	£0.1	£0.3	£0.5	£0.0	£18.7
Coventry City Centre	£31.8	£25.9	£11.7	£7.0	£1.6	£6.5	£2.8	£4.7	£0.8	£0.0	£0.1	£0.0	£0.4	£93.3
Coventry Out of Centre	£21.0	£20.1	£3.3	£4.6	£0.5	£0.9	£1.7	£1.2	£0.5	£0.0	£0.2	£0.0	£0.5	£54.4
Leamington Spa Town Centre	£5.3	£1.9	£2.8	£6.7	£4.9	£23.5	£4.8	£2.9	£0.4	£0.0	£0.5	£1.0	£1.9	£56.7
Leamington Out of Centre	£0.0	£0.0	£0.2	£0.5	£0.1	£7.6	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£8.5
Leicester City Centre	£0.4	£1.8	£3.1	£1.5	£0.5	£0.2	£0.3	£0.3	£9.8	£0.8	£0.5	£0.0	£1.3	£20.3
Leicester Out of Centre (Fosse Park RP)	£0.6	£4.2	£1.6	£4.5	£0.5	£0.1	£0.3	£2.1	£19.8	£0.6	£1.8	£0.0	£1.4	£37.6
Northampton Town Centre	£0.0	£0.1	£0.6	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£1.1	£4.5	£1.4	£13.0	£21.2
Northampton Out of Centre	£0.0	£0.0	£0.4	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.8	£0.6	£3.9	£6.4
Other	£5.7	£20.3	£2.5	£3.5	£3.1	£12.0	£1.5	£4.8	£25.4	£5.0	£9.5	£13.5	£41.6	£148.4
OUTSIDE OF RUGBY BOROUGH	**£67.8**	**£76.1**	**£30.5**	**£33.2**	**£12.9**	**£58.6**	**£12.1**	**£18.2**	**£57.6**	**£8.0**	**£18.3**	**£38.6**	**£67.2**	**£499.1**
TOTAL MARKET SHARE	£75.5	£77.0	£101.7	£120.9	£27.5	£61.6	£27.6	£41.3	£85.2	£13.9	£31.3	£40.1	£83.9	£787.7

TABLE 7: ALL COMPARISON GOODS - 2025 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£92.8	£94.2	£123.8	£147.0	£33.3	£74.0	£33.6	£50.3	£103.3	£16.8	£37.7	£48.3	£101.1	£955.9
Rugby Town Centre	£7.8	£0.2	£66.0	£68.7	£13.5	£2.8	£12.8	£15.9	£18.9	£3.5	£10.0	£1.5	£13.1	£234.7
Edge and out of centre stores:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Elliot's Field Retail Park	£0.4	£0.1	£2.8	£6.2	£0.8	£0.2	£0.9	£2.1	£6.8	£0.6	£0.9	£0.0	£1.5	£23.3
Junction One Retail Park	£0.8	£0.2	£12.2	£12.9	£1.7	£0.4	£3.0	£6.6	£6.0	£2.2	£3.3	£0.1	£4.1	£53.6
Other out of centre stores	£0.0	£0.0	£4.6	£17.2	£1.2	£0.1	£1.8	£2.8	£1.8	£0.7	£1.3	£0.2	£1.2	£33.1
Other local shops and local centres	£0.4	£0.6	£1.0	£1.6	£0.6	£0.2	£0.3	£0.7	£0.0	£0.0	£0.1	£0.0	£0.2	£5.7
RUGBY BOROUGH	**£9.5**	**£1.1**	**£86.6**	**£106.6**	**£17.7**	**£3.7**	**£18.9**	**£28.1**	**£33.5**	**£7.1**	**£15.6**	**£1.8**	**£20.1**	**£350.4**
Banbury Town Centre	£0.1	£0.0	£0.5	£0.2	£0.8	£9.0	£0.1	£0.0	£0.0	£0.0	£0.0	£25.7	£3.8	£40.2
Banbury Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4
Birmingham	£3.7	£2.2	£4.8	£5.2	£1.0	£0.3	£0.8	£2.6	£1.1	£0.1	£0.4	£0.6	£0.0	£22.8
Coventry City Centre	£39.1	£31.7	£14.2	£8.5	£1.9	£7.8	£3.3	£5.8	£0.9	£0.0	£0.1	£0.0	£0.5	£113.9
Coventry Out of Centre	£25.8	£24.6	£4.0	£5.6	£0.6	£1.0	£2.1	£1.4	£0.6	£0.0	£0.3	£0.0	£0.6	£66.6
Leamington Spa Town Centre	£6.5	£2.4	£3.5	£8.2	£5.9	£28.2	£5.8	£3.5	£0.4	£0.0	£0.6	£1.2	£2.3	£68.6
Leamington Out of Centre	£0.0	£0.0	£0.3	£0.6	£0.1	£9.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£10.2
Leicester City Centre	£0.5	£2.2	£3.7	£1.8	£0.5	£0.2	£0.3	£0.4	£11.9	£1.0	£0.6	£0.0	£1.6	£24.6
Leicester Out of Centre (Fosse Park RP)	£0.8	£5.1	£1.9	£5.5	£0.6	£0.1	£0.4	£2.6	£24.0	£0.7	£2.2	£0.0	£1.7	£45.6
Northampton Town Centre	£0.0	£0.1	£0.7	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£1.4	£5.5	£1.7	£15.7	£25.6
Northampton Out of Centre	£0.0	£0.0	£0.4	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£1.0	£0.7	£4.7	£7.7
Other	£7.0	£24.8	£3.1	£4.2	£3.7	£14.4	£1.9	£5.9	£30.8	£6.0	£11.4	£16.2	£50.0	£179.5
OUTSIDE OF RUGBY BOROUGH	**£83.3**	**£93.1**	**£37.1**	**£40.3**	**£15.6**	**£70.3**	**£14.7**	**£22.1**	**£69.8**	**£9.6**	**£22.1**	**£46.5**	**£81.0**	**£605.6**
TOTAL MARKET SHARE	£92.8	£94.2	£123.8	£147.0	£33.3	£74.0	£33.6	£50.3	£103.3	£16.8	£37.7	£48.3	£101.1	£955.9

TABLE 8: ALL COMPARISON GOODS - 2030 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£114.0	£115.4	£150.8	£178.6	£40.4	£89.2	£40.9	£61.2	£125.4	£20.2	£45.5	£58.3	£122.0	£1,161.8
Rugby Town Centre	£9.6	£0.3	£80.4	£83.5	£16.3	£3.4	£15.5	£19.3	£23.0	£4.3	£12.1	£1.8	£15.8	£285.3
Edge and out of centre stores:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Elliot's Field Retail Park	£0.5	£0.1	£3.4	£7.6	£0.9	£0.2	£1.1	£2.5	£8.3	£0.8	£1.1	£0.0	£1.8	£28.3
Junction One Retail Park	£1.0	£0.3	£14.8	£15.7	£2.1	£0.5	£3.7	£8.1	£7.3	£2.6	£4.0	£0.1	£4.9	£65.1
Other out of centre stores	£0.0	£0.0	£5.6	£20.9	£1.5	£0.2	£2.2	£3.5	£2.2	£0.9	£1.6	£0.3	£1.5	£40.2
Other local shops and local centres	£0.5	£0.7	£1.2	£2.0	£0.7	£0.2	£0.4	£0.9	£0.0	£0.1	£0.1	£0.0	£0.3	£7.0
RUGBY BOROUGH	**£11.6**	**£1.4**	**£105.5**	**£129.6**	**£21.5**	**£4.4**	**£22.9**	**£34.3**	**£40.7**	**£8.6**	**£18.9**	**£2.1**	**£24.3**	**£425.8**
Banbury Town Centre	£0.1	£0.0	£0.6	£0.2	£0.9	£10.9	£0.1	£0.0	£0.0	£0.0	£0.0	£31.0	£4.6	£48.5
Banbury Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4
Birmingham	£4.5	£2.7	£5.9	£6.3	£1.2	£0.4	£1.0	£3.1	£1.3	£0.1	£0.5	£0.7	£0.0	£27.7
Coventry City Centre	£48.0	£38.8	£17.3	£10.3	£2.3	£9.4	£4.1	£7.0	£1.1	£0.1	£0.1	£0.0	£0.6	£139.2
Coventry Out of Centre	£31.7	£30.2	£4.9	£6.8	£0.7	£1.3	£2.5	£1.8	£0.7	£0.0	£0.3	£0.0	£0.7	£81.5
Leamington Spa Town Centre	£8.0	£2.9	£4.2	£9.9	£7.2	£34.0	£7.1	£4.3	£0.5	£0.1	£0.7	£1.5	£2.8	£83.1
Leamington Out of Centre	£0.0	£0.0	£0.3	£0.7	£0.1	£11.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£12.3
Leicester City Centre	£0.6	£2.7	£4.5	£2.1	£0.7	£0.3	£0.4	£0.5	£14.4	£1.2	£0.7	£0.0	£1.9	£29.9
Leicester Out of Centre (Fosse Park RP)	£0.9	£6.2	£2.3	£6.7	£0.8	£0.1	£0.5	£3.1	£29.2	£0.9	£2.6	£0.0	£2.0	£55.4
Northampton Town Centre	£0.0	£0.1	£0.8	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£1.6	£6.6	£2.0	£18.9	£30.9
Northampton Out of Centre	£0.0	£0.0	£0.5	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.5	£1.2	£0.8	£5.7	£9.3
Other	£8.6	£30.4	£3.8	£5.2	£4.5	£17.4	£2.3	£7.2	£37.4	£7.2	£13.8	£19.6	£60.4	£217.7
OUTSIDE OF RUGBY BOROUGH	**£102.4**	**£114.0**	**£45.3**	**£49.0**	**£18.9**	**£84.7**	**£17.9**	**£27.0**	**£84.7**	**£11.6**	**£26.7**	**£56.1**	**£97.7**	**£736.0**
TOTAL MARKET SHARE	£114.0	£115.4	£150.8	£178.6	£40.4	£89.2	£40.9	£61.2	£125.4	£20.2	£45.5	£58.3	£122.0	£1,161.8

TABLE 9: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'Inflow' from Outside Study Area	2015	2020	2025	2030
Rugby Town Centre	5%	£173.9	£203.4	£247.0	£300.3
Local Centres and Villages	0%	£4.0	£4.7	£5.7	£7.0
Edge and out of centre stores	0%	£77.5	£90.6	£110.0	£133.6
Total Rugby Borough		£255.5	£298.7	£362.7	£440.8

Notes: 'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to the Districts' main centres, shops and stores who live outside the defined study area (i.e. beyond Zones 1-13).

TABLE 10: NEW RETAIL COMMITMENTS - ESTIMATED COMPARISON GOODS SALES AREAS & BENCHMARK TURNOVERS

	Location	2015	2020	2025	2030
Mixed use development, Cemex House site, Evreux Way	Town Centre	£1.5	£1.6	£1.8	£2.0
Local Centre, Gateway Sustainable Urban Extension	New Centre	£1.2	£1.4	£1.5	£1.7
District Centre and 3 Local Centres, Rugby Radio Station SUE	New Centre	£20.0	£22.1	£24.6	£27.5
DIY store and bulky goods retail units, Land at Leicester Road	Out of Centre	£27.9	£30.9	£34.4	£38.3
Retail units, Land at Junction One Retail Park	Out of Centre	£7.5	£8.3	£9.2	£10.3
Change of use to retail, Unit 7 Junction One Retail Park	Out of Centre	£7.9	£8.7	£9.7	£10.8
Redevelopment of Elliots Field Retail Park	Out of Centre	£63.2	£31.5	£35.0	£39.0
Redevelopment of existing garden centre, Binley Woods.	Out of Centre	£3.2	£3.5	£3.9	£4.4
TOTAL TURNOVER OF COMMITTED RETAIL FLOORSPACE (£m):		**£132.3**	**£108.0**	**£120.2**	**£134.0**

Source: Table 2, Appendix 8

TABLE 11: RUGBY BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£255.5	£298.7	£362.7	£440.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m) (1):	£255.5	£282.9	£314.8	£351.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£15.8	£47.9	£89.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£132.3	£108.0	£120.2	£134.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£92.2**	**-£72.3**	**-£44.1**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m	£5,500	£6,090	£6,777	£7,556
	(ii) Net Floorspace Capacity (sq m):	**0**	**-15,137**	**-10,661**	**-5,841**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-21,625	-15,230	-8,345

TABLE 12: RUGBY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN RUGBY TOWN CENTRE (£m):	£173.9	£203.4	£247.0	£300.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN RUGBY TOWN CENTRE (£m):	£173.9	£192.6	£214.3	£238.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£10.8	£32.7	£61.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£1.5	£1.6	£1.8	£2.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£9.2**	**£30.9**	**£59.3**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m	£5,500	£6,090	£6,777	£7,556
	(ii) Net Floorspace Capacity (sq m):	**0**	**1,508**	**4,562**	**7,850**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	2,154	6,517	11,214

TABLE 13: OTHER LOCAL CENTRE AND VILLAGES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - LOCAL & VILLAGE CENTRES (£m):	£4.0	£4.7	£5.7	£7.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - LOCAL & VILLAGE CENTRES (£m):	£4.0	£4.5	£5.0	£5.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.3	£0.8	£1.5
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)				
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.3**	**£0.8**	**£1.5**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m	£5,500	£6,090	£6,777	£7,556
	(ii) Net Floorspace Capacity (sq m):	**0**	**42**	**114**	**192**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	60	163	274

TABLE 14: REST OF BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2030
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£77.5	£90.6	£110.0	£133.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£77.5	£85.8	£95.5	£106.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£4.8	£14.4	£27.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£130.8	£106.4	£118.4	£132.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£101.6**	**-£103.9**	**-£104.9**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m	£5,500	£6,090	£6,777	£7,556
	(ii) Net Floorspace Capacity (sq m):	**0**	**-16,687**	**-15,337**	**-13,883**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-23,839	-21,910	-19,833

APPENDIX 8: COMMITTED RETAIL AND LEISURE FLOORSPACE

TABLE 1: COMMITTED CONVENIENCE GOODS FLOORSPACE

Site Location	LPA Ref	Convenience Net Sales (m^2)	Convenience Sales Density (£ per m^2)	TURNOVER 2015	2020	2025	2030
(1) Gateway Sustainable Urban Extension	R10/1272	455	7,000	£3.2	£3.1	£3.2	£3.2
(2) Rugby Radio Station Sustainable Urban Extension	R11/0699	4,900	4,500 to 10,500	£43.1	£42.5	£42.6	£42.8
TOTAL		**5,355**		**£46.2**	**£45.7**	**£45.8**	**£46.0**

Source: (1) Outline planning permission for an urban extension including a new local centre. The scheme includes up to 1,000m^2 (gross) of retail floorspace and up to 500m^2 (gross) of A3/A4/A5 floorspace. We have assumed that 65% of total retail floorspace will accommodate convenience goods floorspace. Sales density is based on average sales densities for supermarket/local convenience type retail floorspace (e.g. Co-op, Budgens, etc.).

(2) Outline planning permission for an urban extension including a new local centre and district centre. The District Centre includes up to 4,900m^2 (net sales) of convenience goods floorspace including a foodstore (3,500m^2 net sales) and other convenience floorspace (350m^2). A combined total of 1,050m^2 (net sales) of convenience goods floorspace will serve the three Local Centres. Floorspace and sales density data is derived from Table A3.11 of the Retail Assesssment Update prepared by Nathanial Lichfield & Partners.

Notes: Net floor areas based on 70% of gross floor area for each committed scheme as identified by Rugby Borough Council or from planning application documents.

Net sales densities are based on information from the corresponding planning application or based average sales density for similar type schemes.

Annual productivitiy growth identified in Tables 4a and 4b, Retail Planner Briefing Note 12.1: Addendum (October 2014) is applied to identify forecast turnover ranging from 2% to 3.8%.

TABLE 2: COMMITTED COMPARISON GOODS FLOORSPACE

Site Location	LPA Ref	Comparison Net Sales (m^2)	Comparison Sales Density (£ per m^2)	TURNOVER 2015	2020	2025	2030
(1) Mixed use development, Cemex House site, Evreux Way	R14/1582	293	5,000	£1.5	£1.6	£1.8	£2.0
(2) Local Centre, Gateway Sustainable Urban Extension	R10/1272	245	5000	£1.2	£1.4	£1.5	£1.7
(3) District Centre and 3 Local Centres, Rugby Radio Station Sustainable Urban Extension	R11/0699	3,395	4500 to 9,000	£20.0	£22.1	£24.6	£27.5
(4) DIY store and bulky goods retail units, Land at Leicester Road (north of Technology Drive)	R13/1612	7,971	3,500	£27.9	£30.9	£34.4	£38.3
(5) Retail units, Land at Junction One Retail Park	R13/2074	4,536	1,650	£7.5	£8.3	£9.2	£10.3
(6) Change of use to retail, Unit 7 Junction One Retail Park	R13/2084	1,572	5,000	£7.9	£8.7	£9.7	£10.8
(7) Redevelopment of Elliots Field Retail Park	R11/1297	10,526	6,000	£63.2	£31.5	£35.0	£39.0
(8) Redevelopment of existing garden centre, Binley Woods.	R11/0786	1,382	2,300	£3.2	£3.5	£3.9	£4.4
TOTAL		**29,920**		**£132.3**	**£108.0**	**£120.2**	**£134.0**

Source: (1) Outline planning permission granted in March 2015 for retail (Class A1) and leisure (Classes D2 and A3) uses, with associated works including demolition of existing buildings. All matters reserved except for access. The permission includes 418m^2 (gross) of A1 floorspace, 1,226m^2 (gross) A1/A3 floorspace, 1858m^2 (gross) of A3 floorspace and a 5-screen cinema. The scheme supersedes a previous planning consent for a similar scheme (R13/1916). Sales density based on average sales densities for comparison goods retail floorspace.

(2) Outline planning permission for an urban extension including a new local centre. The scheme includes up to 1,000m^2 (gross) of retail floorspace and up to 500m^2 (gross) of A3/A4/A5 floorspace. We have assumed that 35% of total retail floorspace will accommodate comparison goods floorspace. Sales density based on average sales densities for comparison goods retail floorspace.

(3) Outline planning permission for an urban extension including a new local centre and district centre. The District Centre includes up to 4,130m^2 (gross) of comparison goods retail (A1) floorspace including ancillary comparison floorspace associated with a new foodstore. The Local Centres include up to 105m^2 of comparison goods floorspace. Floorspace and sales density data is derived from Table A3.11 of the Retail Assesssment Update prepared by Nathanial Lichfield & Partners.

(4) Planning permission for a DIY store and garden centre (4,787m^2 gross) and bulky goods retail floorspace (5,086m^2 gross). The total gross floorspace includes mezzanine accommodation. Sales densities for the DIY store and bulky goods units is derived from the Retail Assessment prepared by Barton Wilmore.

(5) Planning permission for five new retail units totalling 5,670m2 (gross) including mezzanine accommodation (2,325m2 gross). The new units are intended for occupation by Carpet Right, Pets at Home, Brantano and Halfords. The sales density is based on an average of the total sales densities for each unit identified in the Planning and Retail Statement prepared by Indigo Planning.

(6) Planning permission for the change of use of an existing tenpin bowling centre to retail (open A1).

(7) Planning permission for the redevelopment of the existing Elliott's Field Retail Park. The scheme will provide a net increase of retail floorspace of 14,065m^2 (gross) and will include a Debenhams department store. The sales density is based on information provided in Table 4 (Document 8) of the Revised Retail Impact Assessment prepared by Quod. It should be noted that the sales density does not take account of known retailers associated with the scheme. Therefore, the sales density of £6,000 per m^2 should be treated as a conservative estimate.

(8) Planning permission to redevelop an existing garden centre to include a DIY store and ancillary garden centre. The scheme will provide a net increase in floorspace of 1,728m2 (gross). The sales density is based on comparable sales densities for DIY/garden centre operators (e.g. Homebase, B&Q, etc.)

Notes: Where net sales area is not identified by the applicant it is assumed to be 70% of gross floor area for general comparison floorspace and 80% for bulky goods floorspace.

Net sales densities are based on information from the corresponding planning application or based average sales density for similar type schemes.

Annual productivitiy growth identified in Tables 4a and 4b, Retail Planner Briefing Note 12.1: Addendum (October 2014) is applied to identify forecast turnover ranging from 2% to 3.8%.

TABLE 3: COMMITTED FOOD AND BEVERAGE (A3/A4/A5) FLOORSPACE

Site Location	LPA Ref	Total Gross Floorspace (m^2)
Leisure-led scheme, Evreux Way	R14/1582	1,858
Gateway Sustainable Urban Extension	R10/1272	500
Rugby Radio Station Sustainable Urban Extension	R11/0699	3,500
The American Amusements Units, Unit 7 Junction One Retail Park	R13/2084	3,084
EFRP (development commenced)	R14/2161	327
EFRP (development commenced)	R15/0217	115
TOTAL		**9,384**

Notes: Gross floorspace sourced from planning application documents.

APPENDIX 9: LEISURE NEEDS ASSESSMENT

TABLE 1: POPULATION PROJECTIONS BY ZONE

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Study Area
2015	23,609	24,961	36,055	36,365	6,036	16,948	7,407	10,359	21,261	3,055	7,867	9,499	28,711	234,148
2020	24,904	26,194	37,675	37,969	6,256	17,365	7,726	10,813	22,076	3,139	8,090	9,772	29,527	243,526
2025	26,125	27,353	39,206	39,476	6,474	17,801	8,033	11,243	22,862	3,227	8,317	10,048	30,362	252,552
2030	27,241	28,413	40,510	40,694	6,650	18,185	8,287	11,616	23,526	3,302	8,517	10,288	31,081	260,340

Source: Population projections based on ONS 2012-based Sub National Population Projections

TABLE 2: COMMERCIAL LEISURE EXPENDITURE PER HEAD BY ZONE (£)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Study Area
Accommodation services	£142	£129	£114	£154	£183	£177	£178	£193	£154	£179	£141	£163	£97	£157
Cultural services	£294	£285	£258	£308	£431	£344	£353	£365	£360	£409	£362	£392	£273	£330
Games of chance	£180	£175	£166	£179	£181	£183	£185	£197	£155	£150	£152	£160	£146	£159
Hairdressing & personal grooming	£94	£84	£71	£101	£126	£114	£113	£124	£108	£125	£109	£117	£75	£103
Recreational & sporting services	£86	£74	£63	£91	£155	£110	£110	£112	£130	£153	£126	£142	£81	£140
Restaurants, cafes etc	£1,057	£979	£883	£1,092	£1,332	£1,237	£1,187	£1,333	£1,185	£1,406	£1,192	£1,264	£853	£1,322

Source: Average spend per capita estimates for each zone are derived from Experian *'Retail Area Planner' Reports* .

TABLE 3: TOTAL LEISURE EXPENDITURE GROWTH 2011-2029 (%)

	2011	2012	2013	2014	2015	2016-20	2021-30
Expenditure growth per head (%)	-0.6	0	2.1	2.8	1.3	1.1	1.3

Notes: Annual expenditure growth forecasts are informed by Experian's *Retail Planner Briefing Note 12.1 (October 2014).*

TABLE 4: COMMERCIAL LEISURE EXPENDITURE PER HEAD BY ZONE (£)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Study Area
2015	£1,945	£1,810	£1,634	£2,020	£2,527	£2,271	£2,230	£2,441	£2,195	£2,542	£2,185	£2,350	£1,601	£2,321
2020	£1,970	£1,834	£1,655	£2,046	£2,560	£2,301	£2,259	£2,472	£2,224	£2,575	£2,213	£2,381	£1,622	£2,351
2025	£2,081	£1,937	£1,748	£2,161	£2,704	£2,430	£2,386	£2,611	£2,349	£2,719	£2,338	£2,515	£1,713	£2,483
2030	£2,220	£2,066	£1,864	£2,306	£2,884	£2,592	£2,545	£2,785	£2,505	£2,901	£2,494	£2,682	£1,827	£2,649

Source: Experian Business Strategies *'Retail Area Planner'* Report for each study zone.
Notes: Commercial leisure expenditure includes spend on accommodation, cultural services, eating and drinking, hairdressing & personal grooming, sports/health, and games of chance.

TABLE 5: TOTAL COMMERCIAL LEISURE EXPENDITURE BY ZONE (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Study Area
2015	£45.9	£45.2	£58.9	£73.5	£15.3	£38.5	£16.5	£25.3	£46.7	£7.8	£17.2	£22.3	£46.0	£458.9
2020	£51.3	£50.2	£65.1	£81.2	£16.7	£41.7	£18.2	£27.9	£51.3	£8.4	£18.7	£24.3	£50.0	£505.2
2025	£57.2	£55.8	£72.2	£89.8	£18.4	£45.6	£20.2	£30.9	£56.5	£9.2	£20.5	£26.6	£54.8	£557.8
2030	£63.7	£61.8	£79.5	£98.8	£20.2	£49.6	£22.2	£34.1	£62.1	£10.1	£22.4	£29.1	£59.8	£613.3
Growth 2015-2030 (£m)	£17.8	£16.6	£20.6	£25.3	£4.9	£11.1	£5.7	£8.8	£15.4	£2.3	£5.2	£6.7	£13.8	£154.4
Growth 2015-2030 (%)	38.7%	36.8%	35.0%	34.5%	32.4%	29.0%	34.5%	34.8%	33.0%	29.9%	30.1%	30.2%	30.1%	33.6%

Source: Expenditure calculated from Tables 1 and 4.

TABLE 6: EATING AND DRINKING OUT EXPENDITURE PER HEAD BY ZONE (£

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Study Area
2015	£1,110	£1,027	£926	£1,146	£1,398	£1,298	£1,246	£1,399	£1,244	£1,475	£1,251	£1,327	£895	£1,387
2020	£1,124	£1,041	£938	£1,161	£1,416	£1,315	£1,262	£1,418	£1,260	£1,494	£1,267	£1,344	£907	£1,406
2025	£1,187	£1,099	£991	£1,227	£1,496	£1,389	£1,333	£1,497	£1,331	£1,578	£1,339	£1,419	£958	£1,485
2030	£1,266	£1,172	£1,057	£1,308	£1,595	£1,482	£1,422	£1,597	£1,419	£1,684	£1,428	£1,514	£1,022	£1,584

Source: Experian Business Strategies *'Retail Area Planner'* Report for each study zone.

TABLE 7: TOTAL EATING AND DRINKING OUT EXPENDITURE BY ZONE (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Study Area
2015	£26.2	£25.6	£33.4	£41.7	£8.4	£22.0	£9.2	£14.5	£26.4	£4.5	£9.8	£12.6	£25.7	£260.2
2020	£29.2	£28.5	£36.9	£46.1	£9.3	£23.9	£10.2	£16.0	£29.1	£4.9	£10.7	£13.7	£28.0	£286.4
2025	£32.7	£31.7	£40.9	£51.0	£10.2	£26.0	£11.3	£17.7	£32.0	£5.4	£11.7	£15.0	£30.6	£316.2
2030	£36.3	£35.1	£45.1	£56.1	£11.2	£28.4	£12.4	£19.5	£35.2	£5.9	£12.8	£16.4	£33.4	£347.7
Growth 2015-2030 (£m)	£10.1	£9.4	£11.7	£14.4	£2.7	£6.4	£3.2	£5.0	£8.7	£1.3	£3.0	£3.8	£7.7	£87.5
Growth 2015-2030 (%)	38.7%	36.8%	35.0%	34.5%	32.4%	29.0%	34.5%	34.8%	33.0%	29.9%	30.1%	30.2%	30.1%	33.6%

Source: Calculated from Table 1 and 6.

TABLE 12: CAPACITY FOR NEW HEALTH AND FITNESS FACILITIES - LOWER POPULATION GROWTH (SCENARIO PH3

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Study Area
Population Growth 2015-2030	3,632	3,452	4,455	4,329	614	1,237	880	1,257	2,265	247	650	789	2,370	26,192
Participation Rate (%)	25%	18%	34%	30%	18%	25%	22%	39%	22%	26%	25%	13%	22%	26%
Participation - persons	923	619	1499	1312	111	305	190	496	501	65	165	104	533	6753
Capacity - Key Chain Gym	0	0	1	0	0	0	0	0	0	0	0	0	0	2
Capacity - Budget Gym	0	0	0	0	0	0	0	0	0	0	0	0	0	2

Source: Population derived from Table 1.
Participation rate identified from the Household Telephone Interview Survey, March 2015.
Notes: Capacity for a new key chain gym(s) is based on an average membership of 2,897 persons per venue.
Capacity for a new budget gym(s) is based on an average membership of 3,452 persons per venue.

TABLE 12: CAPACITY FOR NEW HEALTH AND FITNESS FACILITIES - HOUSING GROWTH AREAS

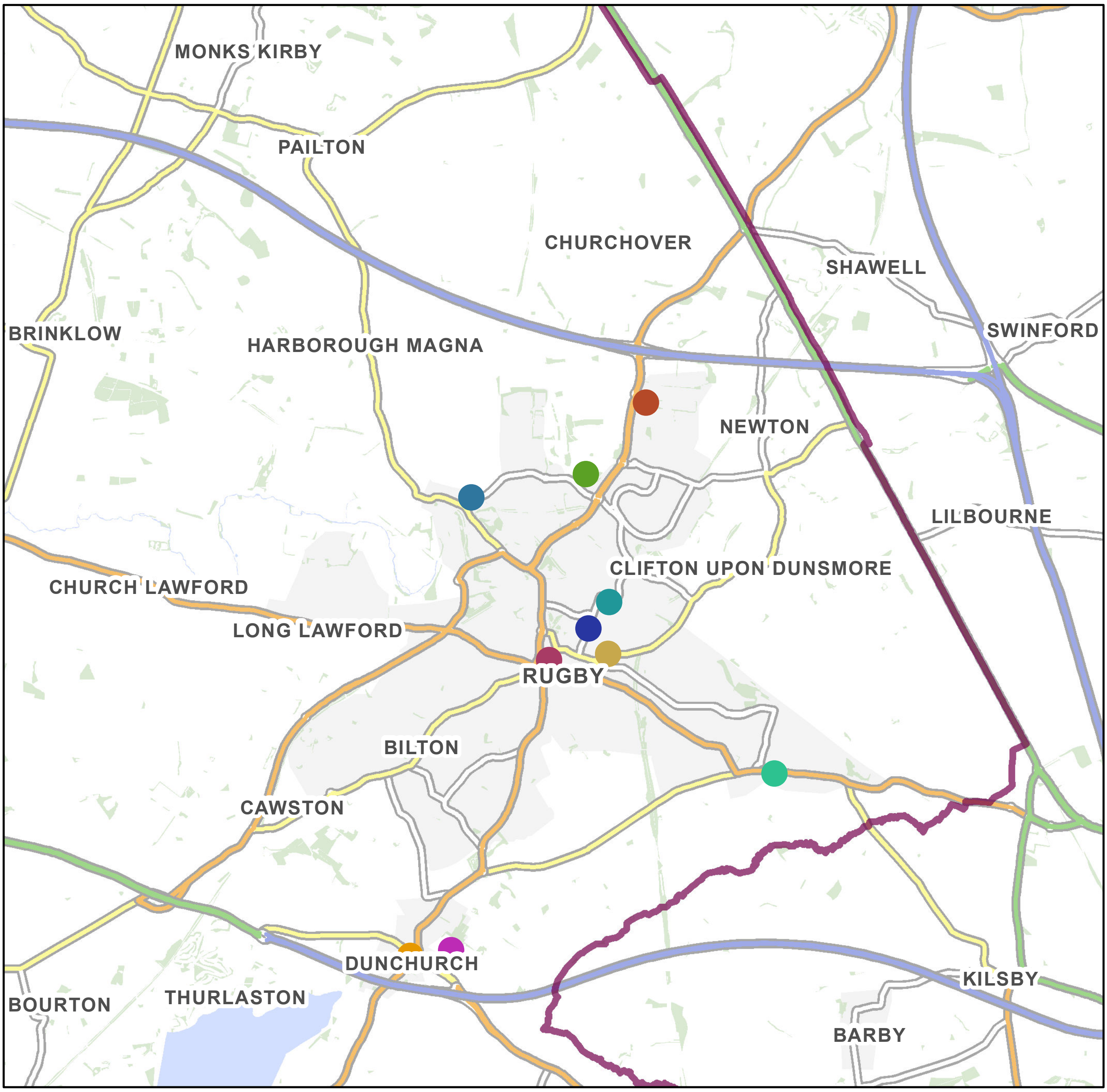
	Zone 3	Zone 4	Zone 8
Housing Population Growth 2015-2030	3,510	4000	12000
Participation Rate (%)	34%	30%	39%
Participation - persons	1181	1212	4734
Capacity - Key Chain Gym	0	0	2
Capacity - Budget Gym	0	0	1

Source: Population growth based on the housing supply data supplied by Rugby Borough Council.
Participation rate identified from the Household Telephone Interview Survey, March 2015.
Notes: Capacity for a new key chain gym(s) is based on an average membership of 2,897 persons per venue.
Capacity for a new budget gym(s) is based on an average membership of 3,452 persons per venue.

APPENDIX 10: EXISTING HOTEL FACILITIES

Carter Jonas

Rugby Hotel Provision

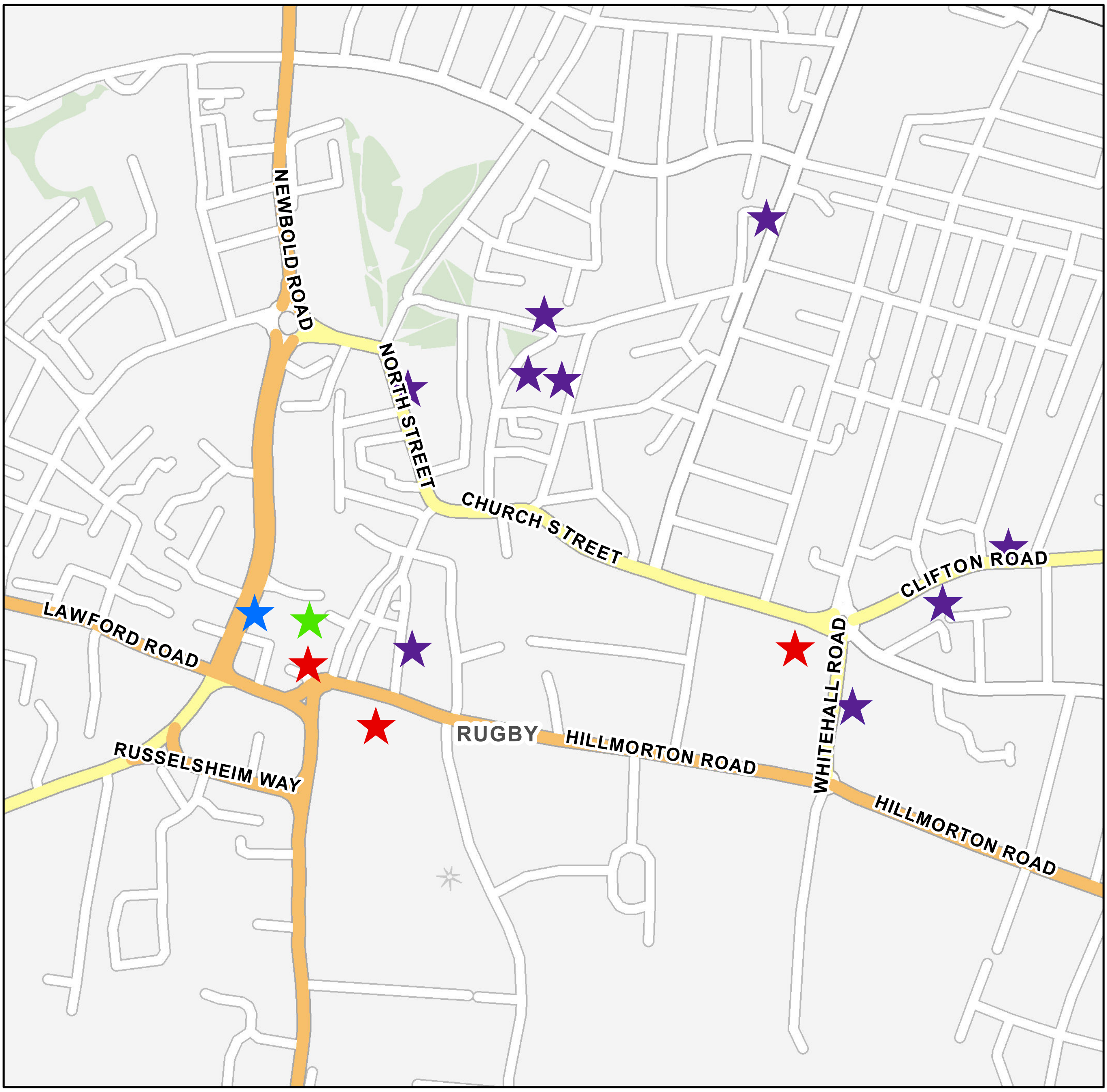


- Brownsover Hall Hotel
- Dunchurch Park
- Premier Inn Rugby North - M6, Jct 1
- Premier Inn Rugby North - Newbold
- The Carlton Hotel
- The Grosvenor Hotel
- The Hillmorton Manor Hotel
- The Rugby Hotel
- Travelodge Rugby Central
- Village Green Hotel

APPENDIX 11: EXISTING COMMUNITY FACILITIES

Carter Jonas

Rugby Town Centre Community Facilities Provision



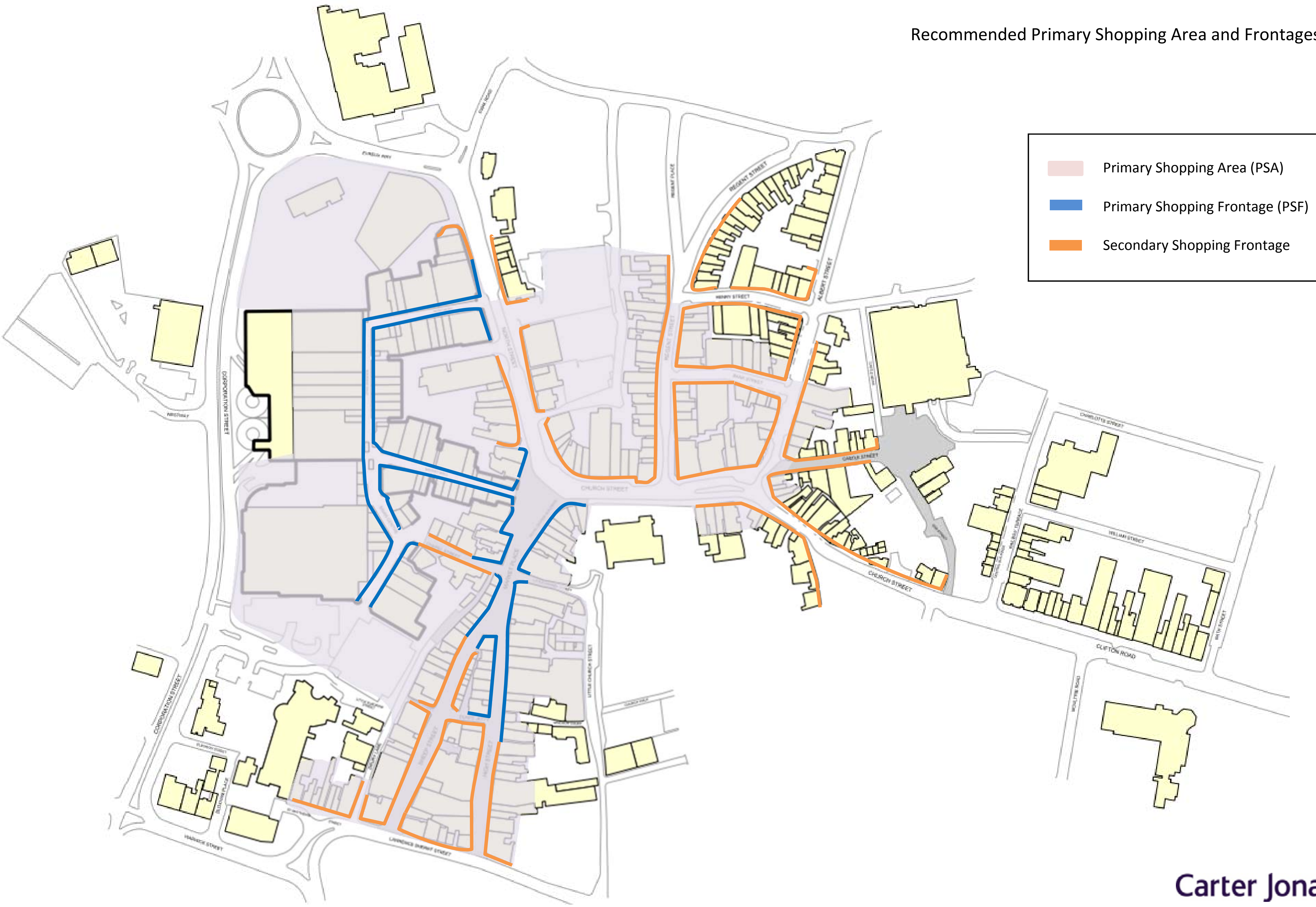
Legend

- Community
- Dentist
- Education
- GP Surgery

APPENDIX 12: RECOMMENDED SHOPPING FRONTAGES FOR RUGBY TOWN CENTRE

Rugby Retail & Main Town Centre Uses Study 2015

Recommended Primary Shopping Area and Frontages



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