

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Road, Swindon (permanently closed)																		
Grange Drive Community Centre, Grange Drive, Swindon	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Centre, Thames Avenue, Haydon Wick	0.4%	4	0.0%	0	1.8%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herongate Leisure, Charnham Park, Hungerford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Highworth Recreation Centre, The Elms, Highworth	0.7%	7	0.0%	0	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilton hotel, Lydiard Fields, Great Western Way, Swindon	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
Inspire Fitness, Union Road, Chippenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Kintbury	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
Lambourn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Mecure Hotel and Spa, Old Vicarage Lane, South Marston	0.3%	3	0.6%	1	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
New College Sports Centre, New College Drive, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Newbury	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
Next Generation, Elgin Industrial Estate, Elgin	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next Generation, Larch Close, Swindon	0.2%	2	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Leisure Centre, North Star Avenue, Swindon	0.2%	2	0.0%	0	0.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Pro Strength & Fitness, Isis Trading Estate, Swindon	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaw Ridge Leisure Park, Whitehill Way, Swindon	0.2%	2	0.0%	0	0.9%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Cerney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
South Marston	0.5%	5	0.5%	1	2.1%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health Club, Holiday Inn, Marlborough Road, Swindon	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Stratton St Margaret	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TFD Health & Fitness, Grove Technology Park, Downsview Road, Wantage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Activity Zone, Bremilham Road, Malmesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Upavon	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0
Urchfont	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Velocity Health & Fitness, Shaw Ridge Leisure Park, Whitehill Way, Swindon	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Leisure Centre, Portway, Wantage	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Can't remember)	0.9%	9	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	6	1.0%	2	0.0%	0
(Don't know / varies)	0.6%	6	1.8%	3	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.6%	1	0.4%	1	0.0%	0
(Don't do this activity)	63.1%	631	65.4%	94	60.4%	107	68.8%	83	61.8%	73	68.8%	39	40.7%	47	65.5%	120	79.5%	68
Weighted base:	1000		143		177		120		118		57		116		183		86	
Sample:	1000		135		165		110		110		100		110		170		100	
GEN Gender:																		
Male	33.0%	329	28.0%	40	28.8%	51	28.7%	34	42.0%	49	32.1%	18	30.6%	36	40.2%	74	31.7%	27
Female	67.0%	670	72.0%	103	71.2%	126	71.3%	86	58.0%	68	67.9%	39	69.4%	81	59.8%	110	68.3%	59
Weighted base:	1000		143		177		120		118		57		116		183		86	
Sample:	1000		135		165		110		110		100		110		170		100	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
AGE Could I ask how old you are please?																		
18-24	10.1%	101	15.8%	23	8.3%	15	7.4%	9	10.6%	13	6.7%	4	21.2%	25	3.9%	7	7.4%	6
25-34	9.9%	99	0.0%	0	4.2%	7	7.4%	9	21.3%	25	6.7%	4	10.6%	12	19.4%	36	7.4%	6
35-44	18.1%	180	20.9%	30	27.9%	49	5.5%	7	17.2%	20	26.5%	15	17.1%	20	16.4%	30	11.1%	9
45-54	18.3%	183	17.5%	25	19.7%	35	11.8%	14	14.3%	17	20.1%	11	15.4%	18	23.4%	43	23.1%	20
55-64	17.8%	178	15.0%	22	16.4%	29	28.0%	34	14.6%	17	18.3%	10	14.5%	17	16.2%	30	23.0%	20
65+	22.9%	229	27.7%	40	20.4%	36	38.8%	47	19.7%	23	14.8%	8	18.1%	21	19.5%	36	21.3%	18
(Refused)	2.9%	29	3.1%	4	3.1%	5	1.1%	1	2.4%	3	6.9%	4	3.1%	4	1.2%	2	6.6%	6
Weighted base:		1000		143		177		120		118		57		116		183		86
Sample:		1000		135		165		110		110		100		110		170		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
CAR How many cars are there normally available for use in the household?																		
None	7.8%	78	14.7%	21	7.1%	13	13.1%	16	3.1%	4	11.2%	6	3.2%	4	6.6%	12	4.1%	4
One	34.9%	349	29.1%	42	34.3%	61	39.6%	48	37.7%	44	26.5%	15	22.7%	26	44.2%	81	37.9%	33
Two	40.0%	400	36.7%	53	41.3%	73	37.7%	45	35.5%	42	42.5%	24	53.2%	62	35.0%	64	43.9%	38
Three or more	15.4%	154	18.2%	26	12.7%	22	9.7%	12	23.1%	27	18.2%	10	19.4%	23	13.0%	24	11.8%	10
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.8%	18	1.3%	2	4.5%	8	0.0%	0	0.6%	1	1.7%	1	1.6%	2	1.4%	2	2.2%	2
Weighted base:		1000		143		177		120		118		57		116		183		86
Sample:		1000		135		165		110		110		100		110		170		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin?																		
British	94.3%	943	91.6%	131	88.4%	156	96.5%	116	98.4%	116	94.3%	54	93.7%	109	96.8%	177	98.1%	84
Irish	0.5%	5	0.5%	1	0.4%	1	1.4%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1
Any other white background	1.3%	13	2.4%	3	0.0%	0	0.0%	0	1.1%	1	0.6%	0	3.9%	5	1.6%	3	0.0%	0
White & Black Caribbean	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Black African	0.8%	8	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Asian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Any other mixed background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indian	0.2%	2	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Asian or Asian	0.3%	3	1.8%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Caribbean	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Black background	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	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)	2.0%	20	2.4%	3	3.9%	7	0.7%	1	0.6%	1	3.4%	2	2.4%	3	1.2%	2	1.1%	1
Weighted base:		1000		143		177		120		118		57		116		183		86
Sample:		1000		135		165		110		110		100		110		170		100

Swindon Borough Council Household Survey

for Nathaniel Lichfield & Partners

Weighted:

January 2016

		Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8			
PC	Postcode Sector												
GL7 1		3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.4%	33
GL7 2		0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9
GL7 3		1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	10
GL7 4		1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	14
GL7 5		1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	12
GL7 6		0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6
GL7 7		0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
OX129		2.2%	22	0.0%	0	0.0%	0	18.3%	22	0.0%	0	0.0%	0
OX181		2.4%	24	0.0%	0	0.0%	0	20.8%	24	0.0%	0	0.0%	0
OX182		1.0%	10	0.0%	0	0.0%	0	8.8%	10	0.0%	0	0.0%	0
OX183		2.5%	25	0.0%	0	0.0%	0	20.9%	25	0.0%	0	0.0%	0
RG170		1.5%	15	0.0%	0	0.0%	0	0.0%	0	26.9%	15	0.0%	0
RG177		0.6%	6	0.0%	0	0.0%	0	0.0%	0	10.4%	6	0.0%	0
RG178		0.5%	5	0.0%	0	0.0%	0	0.0%	0	9.6%	5	0.0%	0
RG179		0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
SN1 2		0.8%	8	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN1 3		0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
SN1 4		0.9%	9	0.0%	0	5.1%	9	0.0%	0	0.0%	0	0.0%	0
SN1 5		0.3%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
SN101		1.1%	11	0.0%	0	0.0%	0	0.0%	0	9.8%	11	0.0%	0
SN102		2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	19.1%	22	0.0%
SN103		2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	18.9%	22	0.0%
SN104		0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	6.4%	7	0.0%
SN105		2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	18.1%	21	0.0%
SN110		1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	12
SN118		2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	21
SN119		3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	33
SN140		4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	42
SN146		0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	9
SN151		1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	12
SN152		0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7
SN153		1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	15
SN154		0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8
SN155		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
SN160		1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	12
SN169		1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10
SN2 1		1.7%	17	0.0%	0	9.3%	17	0.0%	0	0.0%	0	0.0%	0
SN2 2		1.8%	18	0.0%	0	10.2%	18	0.0%	0	0.0%	0	0.0%	0
SN2 5		0.6%	6	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0
SN2 7		3.5%	35	24.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN2 8		0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN251		2.8%	28	0.0%	0	16.1%	28	0.0%	0	0.0%	0	0.0%	0
SN252		2.9%	29	0.0%	0	16.5%	29	0.0%	0	0.0%	0	0.0%	0
SN253		2.7%	27	0.0%	0	15.3%	27	0.0%	0	0.0%	0	0.0%	0
SN254		3.3%	33	0.0%	0	18.8%	33	0.0%	0	0.0%	0	0.0%	0
SN256		0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN267		0.4%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0
SN3 1		1.6%	16	11.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN3 2		0.5%	5	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN3 3		0.5%	5	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN3 4		3.5%	35	24.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN3 5		2.9%	29	20.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN3 6		0.7%	7	4.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN4 0		0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	9
SN4 7		0.5%	5	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0
SN4 8		1.1%	11	0.0%	0	0.0%	0	8.9%	11	0.0%	0	0.0%	0
SN4 9		3.3%	33	0.0%	0	0.0%	0	27.6%	33	0.0%	0	0.0%	0
SN5 3		0.3%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
SN5 4		0.9%	9	0.0%	0	0.0%	0	7.8%	9	0.0%	0	0.0%	0
SN5 5		1.2%	12	0.0%	0	0.0%	0	10.2%	12	0.0%	0	0.0%	0
SN5 6		0.7%	7	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.0%	0
SN5 7		0.7%	7	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0
SN5 8		1.7%	17	0.0%	0	0.0%	0	14.2%	17	0.0%	0	0.0%	0
SN6 6		1.5%	15	0.0%	0	0.0%	0	12.9%	15	0.0%	0	0.0%	0
SN6 7		1.1%	11	0.0%	0	0.0%	0	9.1%	11	0.0%	0	0.0%	0
SN6 8		0.8%	8	0.0%	0	0.0%	0	6.6%	8	0.0%	0	0.0%	0
SN7 7		1.4%	14	0.0%	0	0.0%	0	11.5%	14	0.0%	0	0.0%	0
SN7 8		0.5%	5	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
SN8 1		0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5
SN8 2		1.7%	17	0.0%	0	0.0%	0	0.0%	0	29.8%	17	0.0%	0
SN8 3		1.0%	10	0.0%	0	0.0%	0	0.0%	0	17.4%	10	0.0%	0
SN8 4		0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7

Column %ges.

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

Weighted:

January 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
SN9 5	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
SN9 6	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0	0.0%	0
Weighted base:	1000	143	177	120	118	57	116	183	86									
Sample:	1000	135	165	110	110	100	110	170	100									

QUOTA Zone

Zone 1	14.3%	143	100.0%	143	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	17.7%	177	0.0%	0	100.0%	177	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	12.0%	120	0.0%	0	0.0%	0	100.0%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	11.8%	118	0.0%	0	0.0%	0	0.0%	0	100.0%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	5.7%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	57	0.0%	0	0.0%	0	0.0%	0
Zone 6	11.6%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	116	0.0%	0	0.0%	0
Zone 7	18.3%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	183	0.0%	0
Zone 8	8.6%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	86
Weighted base:	1000	143	177	120	118	57	116	183	86									
Sample:	1000	135	165	110	110	100	110	170	100									