

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Q01 Which store or shop do you NORMALLY buy your household main food and grocery shopping?																		
Aldi, Carterton	1.0%	10	0.0%	0	0.0%	0	0.0%	0	7.7%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aldi, Cirencester	1.4%	14	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	14.3%	12
Aldi, Drove Road Swindon	1.4%	14	4.1%	6	2.6%	5	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Aldi, Hobley Drive Swindon	2.2%	22	9.7%	14	1.3%	2	0.0%	0	2.6%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Aldi, Latham Road Swindon	2.3%	23	1.6%	2	10.9%	19	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, West Swindon Shopping Centre, Swindon	5.7%	57	1.3%	2	2.8%	5	38.5%	46	0.0%	0	0.0%	0	0.0%	0	1.4%	3	1.5%	1
Asda, Thamesdown Drive, Swindon	8.2%	82	9.0%	13	34.4%	61	1.8%	2	2.3%	3	0.7%	0	0.0%	0	0.5%	1	2.3%	2
Budgens, Faringdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Brewery Street, Highworth	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
Co-operative Food, Mill Street, Calne	0.1%	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
Co-operative Food, Cavendish Square Swindon	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Cheney Manor Road, Swindon	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
Co-operative Food, Gloucester Road, Malmesbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Co-operative Food, High Street Swindon	0.3%	3	1.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Malmesbury	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
Co-operative Food, High Street, Marlborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	1
Co-operative Food, High Street, Wroughton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-operative Food, Majors Road, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cheney Manor Road, Swindon	0.1%	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
Iceland, Calne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Iceland, Chippenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Iceland, Cricklade Road, Swindon	0.1%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Devizes	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
Iceland, Havelock Square, Swindon	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wootton Bassett	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon	0.6%	6	1.3%	2	1.3%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon	0.5%	5	2.3%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cirencester	0.7%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.8%	5
Lidl, Devizes	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	14	6.2%	11	0.0%	0
M&S Foodhall Regent Street Swindon	0.3%	3	1.9%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orbital Retail Park Swindon	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Devizes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
M&S Simply Food, Mannington Retail Park Swindon	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
Morrisons, Carterton	1.7%	17	0.0%	0	0.0%	0	0.0%	0	13.9%	16	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Morrisons, Chippenham	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	36	0.0%	0
Morrisons, Devizes	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.1%	42	1.0%	2	0.0%	0
Morrisons, Eldene Drive Dorcan Way Swindon	1.5%	15	4.1%	6	4.6%	8	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regents Circus Swindon	0.4%	4	1.7%	2	0.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Avenue Swindon	2.4%	24	2.4%	3	10.9%	19	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Station Hill, Chippenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Sainsburys, Borough Fields Shopping Centre Wootton Bassett	0.6%	6	0.0%	0	0.5%	1	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brunel Plaza	0.7%	7	3.1%	4	1.4%	2	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		
Swindon																		
Sainsbury's, Calne	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	17	0.0%	0
Sainsbury's, Chippenham	4.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	46	0.0%	0
Sainsbury's, Devizes	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%	0
Sainsburys, Oxford Road, Swindon	5.4%	54	23.2%	33	1.3%	2	0.7%	1	11.5%	14	1.5%	1	1.6%	2	0.4%	1	1.4%	1
Sainsburys, Paddington Drive Swindon	3.2%	32	1.1%	2	6.0%	11	15.5%	19	0.0%	0	0.0%	0	0.6%	1	0.4%	1	0.0%	0
Sainsbury's, Wantage	2.1%	21	0.0%	0	0.0%	0	0.0%	0	15.7%	18	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Calne	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0
Tesco Express, Chesterton Lane, Cirencester	0.4%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Cricklade	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
Tesco Express, Liden Centre Swindon	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
Tesco Express, Redhouse Way Swindon	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
Tesco Express, Village Centre 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
Tesco Extra, Cricklade Road, Cirencester	4.1%	41	0.0%	0	0.4%	1	3.0%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4	37.8%	32
Tesco Extra, Ocotal Way Swindon	5.1%	51	19.9%	28	3.7%	7	8.9%	11	0.5%	1	3.9%	2	1.1%	1	0.4%	1	0.8%	1
Tesco Metro, Chippenham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.8%	1
Tesco Metro, Farrel Close, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Metro, Park Road, Faringdon	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Tesco Metro, The Parade Swindon	0.5%	5	2.1%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hungerford	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	14	0.0%	0	0.0%	0	0.0%	0
Tesco, Marlborough	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	8	3.4%	4	0.0%	0	0.0%	0
Waitrose (Little), 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
Waitrose, Cirencester	2.3%	23	0.0%	0	0.9%	2	2.2%	3	0.0%	0	1.0%	1	0.0%	0	0.9%	2	19.8%	17
Waitrose, High Street, Marlborough	1.1%	11	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	4	4.9%	6	0.5%	1	0.0%	0
Waitrose, Malmesbury	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.7%	10	0.0%	0
Waitrose, Mill Lane, Swindon	2.0%	20	6.4%	9	2.8%	5	2.0%	2	0.0%	0	0.7%	0	1.0%	1	1.0%	2	0.0%	0
Local shops, Devizes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Swindon	0.4%	4	0.5%	1	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	5.8%	58	0.5%	1	3.7%	7	3.2%	4	17.9%	21	13.6%	8	11.0%	13	1.3%	2	3.4%	3
Aldi, Beanacre Road, Melksham	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.5%	10	0.0%	0
Aldi, Botley Road, Oxford	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
Aldi, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw Road, Westlea, Swindon	1.0%	10	0.0%	0	2.5%	4	4.2%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Anton Mill Road, Andover	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
Asda, Bradford Road, Melksham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.7%	3	0.0%	0
Asda, Brize Norton Road, Carterton	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
Asda, By The Sea Road, The Shires Centre, The Shires, Trowbridge	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
Asda, The Shires, By The Sea Road, The Shires Centre, Trowbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Co-operative Food, High Street, Pewsey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Co-operative Food, High Street, Shrivenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Oak Way, Reading	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
Lidl, Bath Road, Melksham	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
Lidl, London Road, Newbury	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
Lidl, Pennings Road, Tidworth	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
Local shops, Cirencester	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

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Local shops, Trowbridge	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
Londis, Burford Street, Lechlade	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
Sainsbury's, Hectors Way, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney	1.5%	15	0.0%	0	0.0%	0	0.0%	0	11.7%	14	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tesco Extra, Marcham Road, Abingdon	0.2%	2	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, London Road, Amesbury	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
Tesco, London Road, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Priory Road Industrial Estate, London Road, Tetbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Tesco, Station Road, Tidworth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.5%	3	0.0%	0	0.0%	0
Waitrose, Mill Lane, Wichelstowe	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Waitrose, Oxford Way, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Podium, Northgate Street, Bath	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
Waitrose, Wallingford Street, Wantage	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Woolgate Centre, Market Square, Witney	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
(Don't know / varies)	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
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								
<b>Q02 Is there any other store or shop you do your main food and grocery shopping?</b>																		
Aldi, Carterton	1.9%	19	0.0%	0	0.0%	0	0.0%	0	12.3%	15	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Aldi, Cirencester	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9
Aldi, Drove Road Swindon	1.0%	10	3.3%	5	1.7%	3	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Hobley Drive Swindon	0.9%	9	6.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aldi, Latham Road Swindon	1.4%	14	0.6%	1	6.2%	11	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, West Swindon Shopping Centre, Swindon	2.9%	29	0.5%	1	1.0%	2	7.7%	9	1.3%	2	0.8%	0	10.6%	12	1.3%	2	0.9%	1
Asda, Thamesdown Drive, Swindon	2.7%	27	6.4%	9	8.1%	14	1.6%	2	1.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Co-operative Food, 4 High Street, Hungerford (near gourmet Oriental)	0.1%	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
Co-operative Food, Beechcroft Road, Swindon	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Brewery Street, Highworth	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
Co-operative Food, Mill Street, Calne	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
Co-operative Food, Cavendish Square Swindon	0.1%	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
Co-operative Food, Cheney Manor Road, Swindon	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
Co-operative Food, 112-118 Cricklade Road, Swindon (near St. barnabus Church)	0.1%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Gloucester Road, Malmesbury	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
Co-operative Food, Groundwell Road, Swindon	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
Co-operative Food, High Street Swindon	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Wroughton	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
Co-operative Food, Hyde Road, Swindon	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
Co-operative Food, Majors Road, Swindon	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
Co-operative Food, Moredon Road, Swindon	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
Co-operative Food, Swinley Drive, Swindon	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cheney Manor Road, Swindon	0.7%	7	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Calne	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
Iceland, Chippenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Iceland, Cricklade Road, Swindon	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
Iceland, Devizes	0.1%	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
Iceland, Havelock Square, Swindon	0.1%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wootton Bassett	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnfield Road, Swindon	1.6%	16	0.0%	0	1.8%	3	9.0%	11	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon	0.7%	7	1.1%	2	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lidl, Cirencester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.2%	7
Lidl, Devizes	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	5.1%	6	2.1%	4	0.0%	0
M&S Foodhall Regent Street Swindon	0.2%	2	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orbital Retail Park Swindon	0.7%	7	1.6%	2	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
M&S Simply Food, Devizes	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
M&S Simply Food, Dyer Street, Cirencester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
M&S Simply Food, Mannington Retail Park 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
Morrisons, Carterton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	7.3%	9	0.0%	0	0.0%	0	0.0%	0	2.5%	2



	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Morrisons, Chippenham	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	19	0.0%
Morrisons, Devizes	1.4%	14	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	10.7%	12	0.4%	1	0.0%
Morrisons, Eldene Drive Dorcan Way Swindon	0.6%	6	3.7%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Regents Circus Swindon	0.4%	4	0.6%	1	0.5%	1	0.7%	1	0.0%	0	1.7%	1	0.5%	1	0.0%	0	0.0%
Morrisons, Thames Avenue Swindon	2.3%	23	1.1%	2	11.5%	20	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
M Local, Devizes Road Wroughton	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%
Sainsbury's Local, Station Hill, Chippenham	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%
Sainsburys, Borough Fields Shopping Centre Wootton Bassett	0.7%	7	0.0%	0	1.0%	2	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Sainsburys, Brunel Plaza Swindon	0.3%	3	0.5%	1	1.0%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Calne	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	26	0.0%
Sainsbury's, Chippenham	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	22	0.0%
Sainsbury's, Devizes	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	13	0.0%	0	0.0%
Sainsburys, Oxford Road, Swindon	3.5%	35	15.1%	22	2.9%	5	0.0%	0	3.4%	4	2.7%	2	1.5%	2	0.4%	1	0.0%
Sainsburys, Paddington Drive Swindon	1.9%	19	1.8%	3	2.8%	5	6.4%	8	0.6%	1	0.0%	0	0.6%	1	1.4%	2	0.0%
Sainsbury's, Wantage	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	1.3%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, Calne	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%
Tesco Express, Chesterton Lane, Cirencester	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%
Tesco Express, Elendume Shopping Centre, Wroughton	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%
Tesco Express, High Street, Cricklade	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Liden Centre Swindon	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%
Tesco Express, Lodge Road, Chippenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%
Tesco Express, Village Centre 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%
Tesco Extra, Cricklade Road, Cirencester	1.1%	11	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%
Tesco Extra, Ocotal Way Swindon	5.6%	56	16.5%	24	13.2%	23	3.2%	4	0.8%	1	0.0%	0	1.7%	2	0.0%	0	2.7%
Tesco Metro, Chippenham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%
Tesco Metro, Farrel Close, Cirencester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%
Tesco Metro, Park Road, Faringdon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, The Parade Swindon	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%
Tesco, Hungerford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	7	0.0%	0	0.0%	0	0.0%
Tesco, Marlborough	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	1.5%	2	0.0%	0	0.0%
Waitrose, Cirencester	1.4%	14	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	2	13.8%
Waitrose, High Street, Marlborough	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	1.5%	2	0.4%	1	0.0%
Waitrose, Malmesbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%
Waitrose, Mill Lane, Swindon	1.4%	14	1.5%	2	3.8%	7	2.6%	3	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%
Local shops, Chippenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%
Local shops, Hungerford	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%
Local shops, Swindon	0.3%	3	0.6%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / home delivery	1.0%	10	0.6%	1	0.4%	1	1.7%	2	1.1%	1	2.4%	1	1.3%	2	0.9%	2	0.7%
Aldi, Beanacre Road, Melksham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6	0.0%
Aldi, London Road, Newbury	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%
Aldi, Shaw Road, Westlea, Swindon	1.7%	17	5.3%	8	0.0%	0	2.7%	3	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%
Asda, Anton Mill Road, Andover	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%
Asda, Bradford Road, Melksham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.4%	1	0.0%
Asda, Brize Norton Road, Carterton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	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		
Asda, Bruton Way, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, East Street, Bristol	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
B&M, County Road Retail Park Ocotal Way Swindon	0.1%	1	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-operative Food, High Street, Pewsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lidl, Bath Road, Melksham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	2.6%	5	0.0%	0
Lidl, London Road, Newbury	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
Lidl, Pennings Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Cirencester	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
Local shops, Dorking	0.1%	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
Local shops, Fairford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londis, London Road, Fairford	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%	1
M&S Foodhall, Marriott's Close, Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Pinchington Lane, Newbury	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
One Stop, Guildford Avenue, Swindon	0.1%	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
One Stop, The Circle, Pinehurst, Swindon	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
Sainsbury's, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Melksham	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
Sainsbury's, Bath Road, Reading	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
Sainsbury's, Hectors Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Andover Road, Ludgershall	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
Tesco Extra, County Way, Trowbridge	0.4%	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
Tesco Extra, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	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
Tesco, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Priory Road Industrial Estate, London Road, Tetbury	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
Tesco, Wallingford Road, North Moreton, Didcot	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bath Road, Melksham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.3%	2	0.0%	0	0.0%	0
Waitrose, Mill Lane, Wichelstowe	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Way, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.4%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Woolgate Centre, Market Square, Witney	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	4	0.5%	1	0.4%	1	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0	0.9%	1
(Nowhere else)	32.4%	324	26.8%	38	27.1%	48	49.1%	59	39.3%	46	21.7%	12	27.6%	32	35.6%	65	27.2%	23
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	
<b>Q03 How do you normally travel to do your main food shopping?</b>																		
<i>Excluding those who shop via the Internet at Q01:</i>																		
Car / van (as driver)	76.1%	717	73.3%	104	72.1%	123	69.9%	81	68.9%	66	86.8%	43	77.9%	81	81.1%	147	86.9%	72
Car / van (as passenger)	12.6%	119	11.5%	16	12.3%	21	18.1%	21	16.3%	16	4.9%	2	14.2%	15	10.8%	20	9.5%	8
Bus, minibus or coach	4.3%	41	6.7%	10	5.2%	9	3.0%	4	9.3%	9	3.6%	2	3.7%	4	1.5%	3	2.1%	2
Motorcycle, scooter or moped	0.0%	0	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	4.3%	40	6.4%	9	5.5%	9	5.2%	6	1.8%	2	3.6%	2	2.9%	3	4.4%	8	1.5%	1
Taxi	0.5%	5	1.0%	1	0.4%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Train	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
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Mobility scooter	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.8%	1	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
(Don't travel - goods delivered)	0.4%	4	0.6%	1	0.5%	1	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	12	0.5%	1	3.5%	6	1.5%	2	0.6%	1	1.1%	1	0.6%	1	1.0%	2	0.0%	0
Weighted base:		942		142		170		116		97		49		104		181		83
Sample:		954		134		159		107		98		92		101		167		96

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q04 In addition to you main food shopping at which store or shop do you NORMALLY visit for small scale / top-up shopping for things like bread, milk or newspapers?																		
Aldi, Carterton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Aldi, Cirencester	0.3%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Aldi, Drove Road Swindon	0.4%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Hobley Drive Swindon	1.1%	11	6.9%	10	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Latham Road Swindon	0.8%	8	0.6%	1	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, West Swindon Shopping Centre, Swindon	1.3%	13	0.0%	0	0.5%	1	8.5%	10	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thamesdown Drive, Swindon	2.2%	22	0.0%	0	11.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Budgens, Faringdon	0.1%	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
Co-operative Food, 15 High Street, Hungerford (near post office)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 4 High Street, Hungerford (near gourmet Oriental)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Aiken Road, Swindon	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Beechcroft Road, Swindon	0.8%	8	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Brewery Street, Highworth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mill Street, Calne	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Co-operative Food, Calne Road, Lyneham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Co-operative Food, Blackbourn Road, Carterton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Cavendish Square Swindon	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Cavendish Square Swindon	0.1%	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
Co-operative Food, Cheney Manor Road, Swindon	0.4%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Conway Road, Chippenham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0
Co-operative Food, Covingham Square, Swindon	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
Co-operative Food, 112-118 Cricklade Road, Swindon (near St. barnabus Church)	0.3%	3	1.1%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Gloucester Road, Malmesbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0
Co-operative Food, Greenway Lane, Chippenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Co-operative Food, High Street Swindon	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Malmesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Co-operative Food, High Street, Marlborough	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
Co-operative Food, High Street, Wroughton	0.6%	6	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Hyde Road, Swindon	0.4%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Majors Road, Swindon	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
Co-operative Food, Market Place, Cirencester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-operative Food, Moredon Road, Swindon	0.5%	5	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Rodbourne Road, Swindon	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
Co-operative Food, Sussex	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

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Square, Swindon																		
Co-operative Food, Swinley Drive, Swindon	0.4%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Windbrook Meadow, Swindon	0.1%	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
Farmfoods, Cheney Manor Road, Swindon	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Calne	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	9	0.0%	0
Lidl, Barnfield Road, Swindon	0.3%	3	0.0%	0	0.8%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bright Street, Swindon	0.4%	4	1.8%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Lidl, Devizes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.4%	1	0.0%	0
M&S Foodhall Regent Street Swindon	0.5%	5	2.9%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orbital Retail Park Swindon	1.0%	10	0.5%	1	4.0%	7	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Devizes	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
M&S Simply Food, Dyer Street, Cirencester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
M&S Simply Food, Mannington Retail Park Swindon	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Carterton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Chippenham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0
Morrisons, Devizes	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	32	0.0%	0	0.0%	0
Morrisons, Eldene Drive Dorcan Way Swindon	1.2%	12	7.0%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Morrisons, Regents Circus Swindon	0.5%	5	2.3%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Avenue Swindon	1.8%	18	0.0%	0	10.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M Local, Devizes Road Wroughton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, Station Hill, Chippenham	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
Sainsburys, Borough Fields Shopping Centre Wootton Bassett	0.5%	5	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brunel Plaza Swindon	0.3%	3	1.0%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's, Calne	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	15	0.0%	0
Sainsbury's, Chippenham	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	15	0.0%	0
Sainsbury's, Devizes	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	12	0.0%	0	0.0%	0
Sainsburys, Oxford Road, Swindon	1.4%	14	7.0%	10	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.4%	1	0.8%	1
Sainsburys, Paddington Drive Swindon	0.3%	3	0.6%	1	1.0%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wantage	0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express Elstree Way, Swindon	1.1%	11	0.0%	0	6.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Calne	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Tesco Express, Calne Road, Chippenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Tesco Express, Chesterton Lane, Cirencester	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
Tesco Express, Elendume Shopping Centre, Wroughton	1.0%	10	0.0%	0	0.0%	0	7.4%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Foundry Lane, Chippenham	0.1%	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
Tesco Express, High Mead, Wootton Bassett	0.4%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Cricklade	0.7%	7	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Lodge Road, Chippenham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0
Tesco Express, Newburgh Place, Highworth	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
Tesco Express, Ramleaze Drive Swindon	0.3%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redhouse Way Swindon	0.6%	6	0.0%	0	3.3%	6	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	
Tesco Express, Village Centre Swindon	0.3%	3	0.6%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cricklade Road, Cirencester	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	12
Tesco Extra, Ocotal Way Swindon	0.7%	7	2.9%	4	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Metro, Chippenham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	8	0.0%	0
Tesco Metro, Farrel Close, Cirencester	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	9.1%	8
Tesco Metro, Park Road, Faringdon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Parade Swindon	0.4%	4	1.5%	2	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hungerford	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.9%	18	0.0%	0	0.0%	0	0.0%	0
Tesco, Marlborough	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	8	1.8%	2	0.0%	0	0.0%	0
Waitrose (Little), Chippenham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0
Waitrose, Cirencester	1.2%	12	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	11.9%	10
Waitrose, High Street, Marlborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.7%	2	0.9%	2	0.0%	0
Waitrose, Malmesbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Waitrose, Mill Lane,Swindon	0.9%	9	1.1%	2	1.0%	2	3.1%	4	0.0%	0	0.0%	0	0.6%	1	0.4%	1	0.0%	0
Local shops, Calne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Local shops, Carterton	0.1%	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
Local shops, Chippenham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0
Local shops, Devizes	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	15	0.0%	0	0.0%	0
Local shops, Faringdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Highworth	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hungerford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, 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
Local shops, Marlborough	0.3%	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
Local shops, Swindon	1.7%	17	2.6%	4	5.1%	9	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Local shops, Wootton Bassett	1.1%	11	0.0%	0	4.2%	7	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wroughton	0.4%	4	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Internet / home delivery	1.0%	10	0.0%	0	0.4%	1	1.5%	2	5.3%	6	0.0%	0	0.0%	0	0.4%	1	0.7%	1
Aldi, Shaw Road, Westlea, Swindon	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
Asda, Brize Norton Road, Carterton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bakery Market Square, Bampton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Ermin Street, Swindon	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Lambourn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.4%	1	0.0%	0
Co-operative Food, High Street, Market Lavington	0.2%	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
Co-operative Food, High Street, Pewsey	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0
Co-operative Food, High Street, Shrivenham	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
Co-operative Food, High Street, Stanford-in-the-Vale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Marigold Square, Shilton Park, Carterton	0.2%	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
Co-operative Food, Oxford Street, Aldbourne	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Sation Road, Lechlade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local shops, Albourne	0.1%	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
Local shops, Broad Hinton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broadway	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
Local shops, Chiseldon	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
Local shops, Cirencester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.7%	5
Local shops, Clanfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cricklade	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
Local shops, Fairford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Local shops, Great Bedwyn	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
Local shops, Great Shefford	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
Local shops, Hullavington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Local shops, Lacock	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
Local shops, Lambourn	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
Local shops, Lyneham	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
Local shops, Morden	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
Local shops, Oaksey	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
Local shops, Old Town, Swindon	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
Local shops, Potterne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Local shops, Purton	0.4%	4	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ramsbury	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
Local shops, Sherston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Local shops, Shrivenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stratton St Margaret	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wantage	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
Local shops, West Lavington	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
Londis, Burford Street, Lechlade	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4
Londis, Gainsborough Avenue, Royal Wootton Bassett	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, London Road, Fairford	0.4%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
M&S Foodhall, Marriott's Close, Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Dunwich Drive, Toothill	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guildford Avenue, Swindon	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Shrivenham	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
One Stop, Pavenhill, Purton	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
One Stop, The Circle, Pinehurst, Swindon	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
Sainsbury's, Witan Way, Witney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco (Esso) Express, A40 East Bound, Eynsham, Witney	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
Tesco Express, Freshbrook Village Centre, Swindon	0.4%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hungerdown Lane, Frogwell, 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
Tesco Express, Millbrook Square, Grove, Wantage	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence Crescent, Edington Square, Witney	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
Tesco Extra, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Northbrook Street, 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
Tesco, London Road, 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
Tesco, Priory Road Industrial Estate, London Road, Tetbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, Station Road, Tidworth	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
Waitrose, The Podium, Northgate Street, Bath	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
Waitrose, Wallingford Street, Wantage	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
(Don't know / varies)	3.6%	36	4.1%	6	6.6%	12	4.0%	5	5.3%	6	1.7%	1	1.7%	2	2.2%	4	0.0%	0
(Don't do this type of shopping)	25.5%	255	35.5%	51	22.5%	40	23.1%	28	19.1%	22	20.9%	12	24.2%	28	27.1%	50	28.2%	24
Weighted base:	1000			143		177		120		118		57		116		183		86
Sample:	1000			135		165		110		110		100		110		170		100

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q05 Which town or local parade do you visit most frequently to use local shops and services?																		
Bath City Centre	1.7%	17	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	15	0.0%	0
Bristol City Centre	0.4%	4	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Calne Town Centre	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	21	0.0%	0
Carterton Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	10.3%	12	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Cavendish Square District Centre	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.8%	8	0.6%	1	0.0%	0	1.6%	2	0.6%	1	0.0%	0	0.0%	0	0.8%	2	3.8%	3
Devizes Town Centre	7.4%	74	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	60.6%	71	0.4%	1	0.0%	0
Faringdon Town Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	9.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Hill District Centre	0.3%	3	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre	1.2%	12	0.5%	1	1.9%	3	0.0%	0	6.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	19	0.0%	0	0.0%	0	0.0%	0
Malmesbury Town Centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	8.2%	15	0.0%	0
Marlborough Town Centre	3.1%	31	2.1%	3	0.8%	1	1.4%	2	0.5%	1	20.2%	11	10.0%	12	0.4%	1	0.0%	0
Oxford City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.2%	2	0.0%	0	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Rodbourne Road Local Centre	0.6%	6	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Bassett Town Centre	2.6%	26	0.0%	0	2.5%	4	16.4%	20	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Wroughton Village Centre	0.6%	6	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Swindon Old Town	0.6%	6	1.1%	2	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	23.2%	232	54.8%	78	38.3%	68	44.3%	53	7.3%	9	3.1%	2	9.6%	11	4.6%	9	3.1%	3
Swindon Designer Outlet	0.4%	4	0.0%	0	0.9%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.7%	7	2.3%	3	0.4%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Swindon	6.1%	61	4.6%	7	28.6%	50	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Swindon Shopping Centre	0.9%	9	0.0%	0	0.8%	1	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Meads Village Centre	0.5%	5	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldbourn Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Amesbury Town Centre	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
Andover Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Bampton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	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
Broad Blunsdon Village Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Hinton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton Local 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	0.7%	1
Childrey Village Centre	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
Chippenham Town Centre	11.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.9%	110	0.0%	0
Cirencester Town Centre	8.0%	80	0.0%	0	0.9%	2	9.2%	11	0.0%	0	1.0%	1	0.0%	0	1.7%	3	74.0%	63
Corsham Town Centre	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
Covingham Village Centre	0.8%	8	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklade Town Centre	0.2%	2	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	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
Fairford Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8
Great Bedwyn Village Centre	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
Great Shefford Village Centre	0.1%	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
Great Somerford Village Centre	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
Grove Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Wick Local Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullavington Local Centre	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
Kemble Village 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	0.7%	1
Lambourn Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Lechlade Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Lyneham Village Centre	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
Market Lavington Local Centre	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
Melksham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morden District Centre	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	13	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Potterne Village Centre	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
Purton Village Centre	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsbury Village Centre	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
Salisbury City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	1	0.0%	0	0.0%	0
Shaw Village 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



	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sherston Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%
Shrivenham Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
South Cerney Village 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	0.7%
Stanford-in-the-Vale Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Steeple Ashton Village Centre	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%
Stratton St. Margaret Local Centre	1.0%	10	7.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tidworth Town Centre	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%
Trowbridge Town Centre	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%
Upavon Village Centre	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%
Upper Stratton Local Centre	0.3%	3	1.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wanborough Village Centre	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%
Wantage Town Centre	2.1%	21	0.0%	0	0.0%	0	0.0%	0	16.9%	20	2.3%	1	0.0%	0	0.0%	0	0.0%
Witney Town Centre	4.2%	42	0.0%	0	0.0%	0	0.0%	0	34.9%	41	0.0%	0	0.0%	0	0.0%	0	0.8%
(Don't know / varies)	1.3%	13	1.8%	3	4.7%	8	0.0%	0	0.0%	0	0.8%	0	1.8%	2	0.0%	0	0.0%
(Don't do this type of shopping)	4.1%	41	12.9%	18	5.4%	10	5.7%	7	1.1%	1	1.3%	1	2.9%	3	0.5%	1	0.0%
Weighted base:	1000			143		177		120		118		57		116		183	
Sample:	1000			135		165		110		110		100		110		170	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q06 Excluding Christmas shopping, in which town or location do you buy most of your household's non-food shopping?																		
Bath City Centre	7.3%	73	7.5%	11	2.2%	4	2.5%	3	0.0%	0	0.0%	0	9.9%	12	23.8%	44	0.0%	
Bristol City Centre	1.7%	17	4.4%	6	1.5%	3	1.6%	2	0.6%	1	0.0%	0	0.6%	1	2.4%	4	0.0%	
Calne Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	
Carterton Town Centre	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%	
Cavendish Square District Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Cheltenham Town Centre	3.2%	32	0.6%	1	1.0%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.3%	2	29.4%	
Devizes Town Centre	1.5%	15	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	12.6%	15	0.0%	0	0.0%	
Highworth Town Centre	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Hungerford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	
London	0.6%	6	1.3%	2	0.0%	0	0.7%	1	0.0%	0	1.7%	1	0.0%	0	0.5%	1	1.8%	
Malmesbury Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	4	0.0%	
Marlborough Town Centre	1.5%	15	1.1%	2	0.5%	1	0.7%	1	0.0%	0	13.2%	8	3.2%	4	0.4%	1	0.0%	
Oxford City Centre	1.0%	10	0.0%	0	0.4%	1	0.7%	1	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	
Reading Town Centre	0.4%	4	0.5%	1	0.4%	1	0.8%	1	0.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	
Wootton Bassett Town Centre	0.3%	3	0.0%	0	0.5%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wroughton Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	
Swindon Old Town	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	
Swindon Town Centre	32.4%	324	46.2%	66	42.4%	75	45.7%	55	23.0%	27	19.2%	11	31.5%	37	18.5%	34	22.7%	
Swindon Designer Outlet	3.4%	34	3.5%	5	4.1%	7	9.8%	12	0.6%	1	0.0%	0	3.9%	5	1.8%	3	1.5%	
Cribbs Causeway, Bristol	1.5%	15	0.0%	0	5.1%	9	0.9%	1	0.6%	1	0.0%	0	0.0%	0	1.9%	3	0.9%	
Greenbridge Retail Park, Swindon	4.3%	43	10.2%	15	4.3%	8	0.7%	1	8.1%	10	0.7%	0	1.6%	2	3.9%	7	1.5%	
Mannington Retail Park, Swindon	0.6%	6	0.6%	1	0.8%	1	0.7%	1	0.5%	1	0.0%	0	0.6%	1	0.5%	1	0.9%	
Orbital Shopping Park, Swindon	7.4%	74	12.5%	18	22.2%	39	8.7%	10	2.3%	3	0.7%	0	0.6%	1	0.9%	2	1.6%	
Saint Margarets Retail Park, Swindon	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%	
West Swindon Shopping Centre	1.1%	11	0.0%	0	0.4%	1	7.7%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	
Internet / home delivery	7.2%	72	2.9%	4	6.1%	11	4.6%	6	6.1%	7	10.7%	6	13.0%	15	11.4%	21	2.5%	
Andover Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	
Birmingham City Centre	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Bournemouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	
Cardiff City Centre	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%	
Chichester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	
Chippenham Town Centre	4.5%	45	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.6%	1	23.3%	43	0.0%	
Cirencester Town Centre	4.5%	45	1.8%	3	1.4%	3	7.6%	9	1.1%	1	0.0%	0	0.0%	0	1.3%	2	32.1%	
Gloucester City Centre	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%	
Lambourn Village Centre	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%	
Lechlade 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	1.1%	
Longwell Green Local Centre	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%	
Melksham Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	8	0.0%	
Newbury Town Centre	3.7%	37	0.6%	1	0.0%	0	0.0%	0	9.5%	11	40.7%	23	1.1%	1	0.0%	0	0.0%	
Oxford Road, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	
Salisbury City Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.1%	8	0.0%	0	0.0%	
Southampton City Centre	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	
Stratton St. Margaret Local Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Trowbridge Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	
Upper Stratton Local Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wantage Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	
Witney Town Centre	4.0%	40	0.0%	0	0.0%	0	0.0%	0	32.7%	38	0.0%	0	0.0%	0	0.0%	0	1.7%	
(Don't know / varies)	1.9%	19	3.7%	5	2.4%	4	3.0%	4	0.0%	0	1.4%	1	2.7%	3	0.4%	1	0.8%	
Weighted base:	1000			143		177		120		118		57		116		183		
Sample:	1000			135		165		110		110		100		110		170		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q07 How do you normally travel to do your non-food shopping?																		
Car / van (as driver)	66.2%	662	65.7%	94	61.9%	109	64.4%	77	68.6%	81	67.5%	38	71.6%	83	61.6%	113	77.2%	66
Car / van (as passenger)	5.5%	55	4.0%	6	5.6%	10	4.3%	5	5.2%	6	4.2%	2	2.3%	3	9.1%	17	7.2%	6
Bus, minibus or coach	12.4%	124	16.2%	23	13.5%	24	20.6%	25	13.2%	15	11.2%	6	13.2%	15	4.5%	8	7.3%	6
Motorcycle, scooter or moped	0.0%	0	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	4.6%	46	7.4%	11	8.9%	16	0.0%	0	6.3%	7	1.3%	1	0.0%	0	3.6%	7	5.2%	4
Taxi	0.6%	6	1.0%	1	0.4%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Train	2.7%	27	1.7%	2	2.7%	5	2.3%	3	0.0%	0	4.8%	3	0.6%	1	7.3%	13	0.0%	0
Bicycle	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
Mobility scooter	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.6%	1	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
(Don't do this type of 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
(Do not travel, goods delivered)	7.0%	70	3.4%	5	5.7%	10	4.6%	6	6.1%	7	10.0%	6	12.3%	14	11.4%	21	1.6%	1
(Don't know / varies)	0.9%	9	0.6%	1	1.2%	2	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	4	0.9%	1
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	
Q08 Excluding Christmas shopping, where does your household do most of its shopping for clothes and shoes?																		
Bath City Centre	8.1%	81	9.0%	13	1.7%	3	3.0%	4	0.0%	0	0.0%	0	13.8%	16	25.0%	46	0.0%	0
Bristol City Centre	2.0%	20	1.9%	3	3.5%	6	1.6%	2	0.6%	1	0.0%	0	1.9%	2	3.2%	6	0.0%	0
Calne Town Centre	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
Carterton Town Centre	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
Cavendish Square District Centre	0.1%	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
Cheltenham Town Centre	3.5%	35	0.0%	0	1.0%	2	3.0%	4	0.6%	1	0.0%	0	0.0%	0	1.3%	2	31.1%	27
Devizes Town Centre	0.4%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Hungerford Town Centre	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
London	1.1%	11	1.8%	3	0.5%	1	1.4%	2	0.0%	0	1.7%	1	0.0%	0	1.7%	3	1.8%	2
Malmesbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Marlborough Town Centre	1.1%	11	1.1%	2	0.0%	0	1.8%	2	0.0%	0	9.3%	5	1.1%	1	0.4%	1	0.0%	0
Oxford City Centre	2.1%	21	0.5%	1	0.4%	1	0.0%	0	16.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.5%	5	0.5%	1	0.0%	0	0.8%	1	0.5%	1	3.4%	2	0.6%	1	0.0%	0	0.0%	0
Rodbourne Road Local Centre	0.9%	9	0.0%	0	0.0%	0	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Bassett Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Old Town	0.5%	5	1.0%	1	0.4%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	29.9%	299	40.5%	58	36.2%	64	36.9%	44	23.9%	28	22.9%	13	28.3%	33	20.7%	38	24.2%	21
Swindon Designer Outlet	5.5%	55	3.8%	5	6.8%	12	7.2%	9	4.3%	5	0.7%	0	9.3%	11	5.5%	10	3.2%	3
Cribbs Causeway, Bristol	1.9%	19	0.6%	1	5.5%	10	0.9%	1	1.1%	1	0.0%	0	0.0%	0	2.6%	5	0.9%	1
Greenbridge Retail Park, Swindon	3.8%	38	7.6%	11	3.3%	6	2.2%	3	5.1%	6	1.4%	1	2.3%	3	4.4%	8	1.5%	1
Mannington Retail Park, 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
Orbital Shopping Park, Swindon	9.8%	98	16.8%	24	24.6%	44	14.7%	18	2.8%	3	0.0%	0	0.6%	1	2.7%	5	5.0%	4
West Swindon Shopping Centre	0.8%	8	0.6%	1	0.9%	2	3.1%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Internet / home delivery	10.0%	100	7.4%	11	8.3%	15	9.6%	11	11.7%	14	16.7%	10	16.3%	19	8.6%	16	5.9%	5
Abroad	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
Andover Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford Town Centre	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
Cardiff City Centre	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
Chichester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chippenham Town Centre	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	20.6%	38	0.0%	0
Cirencester Town Centre	2.5%	25	0.0%	0	1.5%	3	2.4%	3	0.5%	1	0.0%	0	0.0%	0	0.9%	2	20.4%	17
Didcot Town Centre	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
Great Western Way, 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	1.1%	1
Kingston-upon-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lechlade Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0
Newbury Town Centre	3.5%	35	0.6%	1	0.0%	0	0.0%	0	9.5%	11	37.2%	21	1.1%	1	0.0%	0	0.0%	0
Octocol Way, Swindon	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
Salisbury City Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	8.3%	10	0.0%	0	0.0%	0
Southampton City Centre	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
Stow-on-the-Wold Town Centre	0.1%	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
Stratton St. Margaret Local Centre	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
Taunton Town Centre	0.1%	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
Trowbridge Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0	0.0%	0
Wantage Town Centre	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
Witney Town Centre	2.1%	21	0.0%	0	0.0%	0	0.0%	0	16.9%	20	0.0%	0	0.0%	0	0.0%	0	1.7%	1
(Don't know / varies)	0.5%	5	0.5%	1	0.9%	2	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0
(Don't do this type of shopping)	1.2%	12	3.3%	5	1.2%	2	0.0%	0	1.5%	2	1.7%	1	0.0%	0	0.7%	1	1.5%	1
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	
Q09 Where else does your household buy clothes and shoes? [MR]																		
Those who mentioned a specific destination at Q08																		
Bath City Centre	6.7%	66	4.3%	6	2.9%	5	12.2%	15	0.0%	0	1.5%	1	8.8%	10	16.1%	29	0.8%	1
Bristol City Centre	6.3%	62	15.8%	22	6.8%	12	4.0%	5	0.6%	1	0.0%	0	5.0%	6	8.8%	16	1.6%	1
Cavendish Square District Centre	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
Cheltenham Town Centre	2.3%	23	3.2%	4	0.9%	2	3.0%	4	1.2%	1	0.0%	0	0.0%	0	1.4%	3	10.8%	9
Devizes Town Centre	0.6%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.4%	2	1.2%	2	0.0%	0
London	0.8%	8	0.6%	1	1.0%	2	1.6%	2	0.5%	1	0.8%	0	0.0%	0	0.8%	2	0.8%	1
Malmesbury Town Centre	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
Marlborough Town Centre	1.2%	12	0.5%	1	2.1%	4	0.9%	1	0.0%	0	2.9%	2	3.5%	4	0.4%	1	0.0%	0
Oxford City Centre	2.4%	23	0.5%	1	1.3%	2	0.0%	0	16.3%	19	1.4%	1	0.6%	1	0.0%	0	0.0%	0
Reading Town Centre	1.8%	17	1.7%	2	5.1%	9	0.8%	1	0.6%	1	5.4%	3	0.0%	0	0.4%	1	0.9%	1
Rodbourne Road Local Centre	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
Wootton Bassett Town Centre	0.2%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Old Town	0.6%	6	0.5%	1	0.5%	1	0.7%	1	0.6%	1	0.0%	0	1.8%	2	0.4%	1	0.0%	0
Swindon Town Centre	12.9%	127	9.0%	12	15.1%	26	9.0%	11	10.1%	12	22.0%	12	20.1%	23	13.9%	25	6.6%	6
Swindon Designer Outlet	9.6%	94	4.3%	6	12.6%	22	10.8%	13	7.6%	9	14.8%	8	8.8%	10	11.5%	21	6.6%	6
Cribbs Causeway, Bristol	2.3%	23	1.6%	2	1.8%	3	1.6%	2	0.0%	0	0.7%	0	1.3%	2	6.1%	11	3.2%	3
Greenbridge Retail Park, Swindon	3.1%	31	6.8%	9	1.9%	3	1.5%	2	2.6%	3	0.8%	0	8.0%	9	1.4%	3	1.5%	1
Mannington Retail Park, Swindon	0.3%	3	0.5%	1	0.0%	0	1.6%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Swindon	5.6%	55	8.1%	11	16.7%	29	5.5%	7	0.5%	1	1.5%	1	1.7%	2	0.5%	1	4.8%	4
West Swindon Shopping Centre	0.7%	7	0.7%	1	1.5%	3	1.6%	2	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet / home delivery	6.7%	66	7.6%	11	6.8%	12	13.3%	16	3.2%	4	3.4%	2	6.5%	8	3.6%	7	9.5%	8
Abingdon Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4	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	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.6%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1
Bicester Shopping Village	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.3%	3	0.5%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon	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
Burford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.5%	5	2.4%	3	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Chippenham Town Centre	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	11.5%	21	0.0%	0
Cirencester Town Centre	2.4%	23	0.6%	1	0.8%	1	4.7%	6	1.1%	1	1.7%	1	0.0%	0	1.4%	2	12.8%	11
Cricklade Town Centre	0.1%	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
Didcot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleming Way, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Gloucester City Centre	1.0%	9	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	7	1.7%	1
Great Western Way, Swindon	0.2%	2	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City 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	0.8%	1
Manchester City Centre	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
Melksham Town Centre	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
Milton Keynes Town Centre	0.9%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	1.9%	2
Newbury Town Centre	1.8%	18	0.7%	1	0.0%	0	0.0%	0	2.7%	3	23.3%	13	0.5%	1	0.0%	0	0.0%	0
Oakham Town Centre	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
Octocol Way, Swindon	0.3%	3	0.6%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	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
Salisbury City Centre	1.1%	11	0.0%	0	0.4%	1	0.7%	1	0.0%	0	1.5%	1	7.1%	8	0.0%	0	0.0%	0
South Cerney Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Southampton City Centre	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
Stratford-upon-Avon Town 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
Stratton St. Margaret Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud 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	0.9%	1
Trowbridge Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	1.0%	2	0.0%	0
Wantage Town Centre	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
Winchester City Centre	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
Witney Town Centre	2.7%	27	0.0%	0	0.0%	0	0.0%	0	22.2%	26	0.0%	0	0.0%	0	0.0%	0	1.4%	1
(Don't know / varies)	0.5%	5	0.0%	0	0.4%	1	1.6%	2	0.0%	0	1.6%	1	0.0%	0	0.4%	1	0.7%	1
(Nowhere else)	31.9%	314	41.5%	57	26.5%	46	30.7%	37	30.8%	36	29.7%	17	29.6%	34	28.8%	52	42.0%	35
Weighted base:		983		138		173		119		116		56		116		181		84
Sample:		977		129		160		109		107		98		109		167		98

Column %ges.

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q10 Excluding Christmas shopping, where does your household do most of its shopping for domestic electric appliances (e.g. fridges and kitchen items)?</b>																		
Bath City Centre	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
Bristol City Centre	0.2%	2	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Calne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Carterton Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.8%	2
Devizes Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0
Hungerford Town Centre	0.1%	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
London	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
Malmesbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Manchester Road Local Centre	0.1%	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
Marlborough Town Centre	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
Oxford City Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	12.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Bassett Town Centre	0.3%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Old Town	0.4%	4	0.5%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	4.1%	41	5.4%	8	6.4%	11	7.2%	9	2.3%	3	2.5%	1	3.1%	4	2.9%	5	0.0%	0
Swindon Designer Outlet	0.3%	3	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cribbs Causeway, Bristol	1.3%	13	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	9.2%	8
Greenbridge Retail Park, Swindon	25.5%	255	46.8%	67	51.7%	91	27.0%	32	17.1%	20	21.1%	12	7.0%	8	5.2%	10	17.0%	15
Mannington Retail Park, Swindon	5.3%	53	8.1%	12	5.1%	9	10.2%	12	6.4%	8	0.0%	0	3.8%	4	3.2%	6	2.4%	2
Orbital Shopping Park, Swindon	1.9%	19	2.1%	3	5.0%	9	3.0%	4	0.0%	0	0.8%	0	0.0%	0	0.9%	2	1.7%	1
Saint Margarets Retail Park, Swindon	0.2%	2	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Swindon Shopping Centre	0.9%	9	0.8%	1	0.8%	1	3.5%	4	1.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet / home delivery	28.8%	288	17.1%	24	20.4%	36	27.5%	33	17.5%	21	28.8%	16	54.4%	63	35.3%	65	34.9%	30
Abingdon Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.6%	1	0.0%	0	0.0%	0
Bridge Mead Retail Park, 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
Chippenham Town Centre	7.7%	77	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	6	37.4%	69	0.0%	0
Cirencester Town Centre	2.7%	27	0.5%	1	0.4%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	23
Covingham Village Centre	0.3%	3	1.1%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Way, 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
High Wycombe Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0
Newbury Town Centre	2.1%	21	0.6%	1	0.0%	0	0.0%	0	7.1%	8	21.1%	12	0.0%	0	0.0%	0	0.0%	0
Octocol Way, Swindon	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Road, Swindon	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.1%	1	0.0%	0	0.0%	0
Salisbury City Centre	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
Southampton City Centre	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
Stratton St. Margaret Local Centre	0.1%	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
Stroud 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	0.7%	1
Trowbridge Town Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	13	0.0%	0	0.0%	0
Wantage Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Warminster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Witney Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Don't know / varies)	2.2%	22	7.8%	11	1.5%	3	1.6%	2	1.4%	2	2.3%	1	1.3%	1	0.9%	2	0.0%	0
(Don't do this type of shopping)	7.2%	72	4.7%	7	1.8%	3	12.9%	16	10.8%	13	14.1%	8	6.8%	8	7.9%	15	3.7%	3
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
<b>Q11 Where else does your household buy domestic electric appliances (e.g. fridges and kitchen items)? [MR]</b>									
<i>Those who mentioned a specific destination at Q10</i>									
Bath City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Bristol City Centre	0.7%	6	0.7%	1	1.1%	2	0.0%	0	0.0%
Calne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Devizes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hungerford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Malmesbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%
Reading Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Wootton Bassett Town Centre	0.2%	2	0.6%	1	0.0%	0	0.8%	1	0.0%
Swindon Old Town	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%
Swindon Town Centre	4.1%	38	7.8%	10	2.7%	5	2.6%	3	1.8%
Swindon Designer Outlet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Cribbs Causeway, Bristol	1.0%	9	0.0%	0	0.0%	0	1.8%	2	0.0%
Greenbridge Retail Park, Swindon	10.8%	98	17.0%	21	14.2%	24	24.7%	25	6.8%
Mannington Retail Park, Swindon	2.1%	19	2.9%	4	3.4%	6	2.8%	3	0.7%
Orbital Shopping Park, Swindon	2.3%	21	2.7%	3	4.2%	7	5.0%	5	0.7%
West Swindon Shopping Centre	0.6%	5	0.0%	0	0.4%	1	3.3%	3	1.1%
Internet / home delivery	6.8%	62	9.9%	12	8.7%	15	2.6%	3	12.0%
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%
Andover Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Bournemouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
Chippenham Town Centre	2.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%
Cirencester Town Centre	1.3%	12	0.0%	0	0.0%	0	1.8%	2	0.0%
Great Western Way, Swindon	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%
High Wycombe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Melksham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.7%
Pewsey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury City Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.9%
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Trowbridge Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Wantage Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
Witney Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	7.9%
(Don't know / varies)	1.7%	15	0.0%	0	2.3%	4	2.1%	2	1.5%
(Nowhere else)	61.3%	556	60.4%	76	64.7%	111	53.4%	55	62.0%
Weighted base:	906		125		171		103		103
Sample:	910		120		157		92		98

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q12 Excluding Christmas shopping, where does your household do most of its shopping for other kinds of electrical goods such as TV / Hi-Fi and computers?</b>									
Bath City Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Bristol City Centre	0.4%	4	0.0%	0	0.5%	1	0.9%	1	0.0%
Calne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Carterton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham Town Centre	0.7%	7	0.0%	0	0.0%	0	0.9%	1	0.0%
Devizes Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
London	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%
Manchester Road Local Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
Marlborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford City Centre	1.3%	13	0.0%	0	0.0%	0	11.1%	13	0.0%
Reading Town Centre	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%
Swindon Old Town	0.5%	5	0.0%	0	1.8%	3	1.8%	2	0.0%
Swindon Town Centre	6.0%	60	12.9%	18	7.3%	13	9.6%	12	1.6%
Cribbs Causeway, Bristol	2.2%	22	0.0%	0	1.7%	3	0.7%	1	0.0%
Greenbridge Retail Park, Swindon	26.2%	262	53.0%	76	49.6%	88	26.2%	32	22.8%
Mannington Retail Park, Swindon	4.6%	46	4.4%	6	7.6%	13	7.7%	9	6.9%
Orbital Shopping Park, Swindon	1.5%	15	1.3%	2	5.0%	9	1.4%	2	0.0%
Saint Margarets Retail Park, Swindon	0.2%	2	0.0%	0	0.4%	1	0.0%	0	1.0%
West Swindon Shopping Centre	0.9%	9	0.0%	0	1.7%	3	4.1%	5	0.0%
Internet / home delivery	25.5%	255	16.5%	24	17.1%	30	27.6%	33	24.6%
Abingdon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%
Andover Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Chippenham Town Centre	10.3%	103	0.0%	0	0.0%	0	0.9%	1	0.0%
Cirencester Town Centre	2.1%	21	0.0%	0	0.0%	0	3.1%	4	0.0%
Exeter City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hathaway Retail Park, Foundry Lane, Chippenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Melksham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%
Newbury Town Centre	2.6%	26	0.0%	0	0.0%	0	0.0%	0	6.3%
Octocol Way, Swindon	0.5%	5	0.6%	1	0.8%	1	0.0%	0	0.5%
Pewsey Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%
Trowbridge Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Wantage Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.5%
Witney Town Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	11.9%
(Don't know / varies)	1.1%	11	2.1%	3	2.3%	4	0.0%	0	0.6%
(Don't do this type of shopping)	6.8%	68	8.8%	13	4.4%	8	15.2%	18	5.7%
Weighted base:	1000		143		177		120		118
Sample:	1000		135		165		110		110



	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q13 Where else does your household buy other kinds of electrical goods such as TV / Hi-Fi and computers? [MR]</b>																		
<i>Those who mentioned a specific destination at Q12</i>																		
Bath City Centre	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.5%	1	0.0%	0
Cheltenham Town 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	3.3%	3
Devizes Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Hungerford Town Centre	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
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malmesbury 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%	2	0.0%	0
Oxford City Centre	1.4%	13	0.0%	0	1.1%	2	0.0%	0	10.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Rodbourne Road Local Centre	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
Wootton Bassett Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Old Town	0.2%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	2.7%	25	3.0%	4	0.8%	1	2.6%	3	1.7%	2	11.6%	6	3.4%	4	2.4%	4	1.1%	1
Cribbs Causeway, Bristol	0.7%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	5	1.4%	1
Greenbridge Retail Park, Swindon	10.7%	99	11.0%	14	13.5%	22	19.8%	20	8.1%	9	13.2%	7	8.9%	10	5.5%	10	8.8%	7
Mannington Retail Park, Swindon	2.4%	22	6.3%	8	2.0%	3	2.1%	2	1.1%	1	2.2%	1	1.4%	2	0.8%	1	4.5%	4
Orbital Shopping Park, Swindon	3.0%	28	2.3%	3	5.3%	9	4.1%	4	1.1%	1	0.0%	0	0.0%	0	4.6%	8	3.3%	3
West Swindon Shopping Centre	0.5%	5	0.7%	1	0.5%	1	0.8%	1	0.5%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Internet / home delivery	11.0%	101	8.0%	10	9.4%	16	6.5%	7	16.7%	18	9.9%	5	7.4%	8	16.9%	29	9.4%	8
Chippenham Town Centre	3.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	14	8.6%	15	0.0%	0
Cirencester Town Centre	0.6%	6	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
High Wycombe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1	13.1%	7	0.0%	0	0.0%	0	0.0%	0
Octocol Way, Swindon	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	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
Southampton City Centre	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
Trowbridge 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
Wantage Town Centre	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
Witney Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	23	5.9%	8	1.2%	2	2.8%	3	1.1%	1	1.5%	1	1.2%	1	3.3%	6	1.6%	1
(Nowhere else)	59.3%	546	62.0%	79	66.5%	110	58.5%	60	54.4%	60	49.5%	26	59.4%	64	54.8%	95	64.2%	53
Weighted base:		921		127		165		102		110		53		108		173		83
Sample:		895		116		151		91		98		91		97		155		96

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q14 Excluding Christmas shopping, where does your household do most of its shopping for furniture, soft furnishings and floor-coverings?																		
Bath City Centre	1.0%	10	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.4%	8	0.0%	0
Bristol City Centre	3.1%	31	3.7%	5	0.9%	2	0.9%	1	0.0%	0	0.8%	0	13.0%	15	3.9%	7	0.8%	1
Calne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Carterton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.5%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.9%	3
Devizes Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	14	0.0%	0	0.0%	0
Faringdon Town Centre	0.1%	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
Gorse Hill District Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.5%	1	0.0%	0	0.0%	0
London	0.8%	8	0.0%	0	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Malmesbury Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	2	0.0%	0
Marlborough Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	2	0.0%	0	0.0%	0
Oxford City Centre	0.8%	8	0.6%	1	0.0%	0	0.0%	0	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0	0.0%	0
Rodbourne Road Local Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Bassett Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Old Town	0.7%	7	0.6%	1	1.4%	3	1.4%	2	0.5%	1	0.7%	0	0.0%	0	0.4%	1	0.7%	1
Swindon Town Centre	6.2%	62	6.4%	9	7.0%	12	3.6%	4	2.9%	3	6.5%	4	5.7%	7	7.6%	14	10.1%	9
Swindon Designer Outlet	1.0%	10	2.8%	4	0.4%	1	0.8%	1	0.0%	0	1.0%	1	1.9%	2	0.8%	2	0.0%	0
Cribbs Causeway, Bristol	1.8%	18	0.0%	0	2.4%	4	2.2%	3	0.0%	0	0.0%	0	1.1%	1	2.8%	5	5.0%	4
Greenbridge Retail Park, Swindon	4.8%	48	6.6%	9	8.3%	15	1.6%	2	1.1%	1	6.3%	4	3.1%	4	2.3%	4	10.5%	9
Mannington Retail Park, Swindon	11.3%	113	17.0%	24	19.3%	34	21.6%	26	10.2%	12	5.7%	3	3.2%	4	4.1%	7	2.7%	2
Orbital Shopping Park, Swindon	2.7%	27	1.6%	2	9.1%	16	0.7%	1	2.0%	2	0.7%	0	0.0%	0	0.8%	1	4.4%	4
Saint Margarets Retail Park, Swindon	1.6%	16	4.0%	6	2.8%	5	3.0%	4	0.0%	0	0.0%	0	1.2%	1	0.4%	1	0.0%	0
West Swindon Shopping Centre	2.5%	25	1.6%	2	2.3%	4	9.5%	11	2.9%	3	0.6%	0	1.1%	1	1.0%	2	0.8%	1
Internet / home delivery	10.3%	103	4.1%	6	8.6%	15	3.9%	5	7.3%	9	10.0%	6	17.2%	20	12.4%	23	23.6%	20
Abingdon Town Centre	1.8%	18	0.6%	1	0.4%	1	0.0%	0	13.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	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
Bridge Mead Retail Park, Swindon	0.1%	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
Cheney Manor Local Centre	0.7%	7	0.0%	0	3.4%	6	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Chippenham Town Centre	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	19.5%	36	0.0%	0
Cirencester Town Centre	1.9%	19	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.0%	1	0.0%	0	0.5%	1	18.1%	16
Cricklade Town Centre	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
Fleming Way, 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
Great Western Way, Swindon	0.5%	5	0.6%	1	0.8%	1	1.6%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hathaway Retail Park, Foundry Lane, Chippenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Lidiard Millicent Village Centre	0.9%	9	0.0%	0	0.0%	0	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwell Green Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Lyneham Village Centre	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
Melksham Town Centre	2.1%	21	0.6%	1	0.9%	2	2.9%	4	0.0%	0	0.0%	0	2.5%	3	6.1%	11	0.7%	1
Milton Keynes Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	5.3%	6	0.0%	0	0.0%	0
Newbury Town Centre	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.6%	1	33.1%	19	0.0%	0	0.0%	0	0.0%	0
Peatmoor Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.1%	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
Southampton City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.6%	1	0.0%	0	0.0%	0
Stanford-in-the-Vale Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratton St. Margaret Local Centre	0.5%	5	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Trowbridge Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Wallingford Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	1.8%	18	0.0%	0	0.0%	0	0.0%	0	14.1%	17	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Wootton Bassett Road, Swindon	1.6%	16	2.4%	3	1.2%	2	0.0%	0	6.6%	8	1.5%	1	0.0%	0	0.5%	1	0.7%	1
(Don't know / varies)	7.5%	75	15.4%	22	12.1%	21	2.2%	3	4.5%	5	2.2%	1	4.2%	5	8.8%	16	1.4%	1
(Don't do this type of shopping)	19.4%	194	24.7%	35	12.1%	21	32.0%	38	19.2%	23	20.8%	12	16.7%	19	18.4%	34	13.2%	11

Column %ges.

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Weighted base:	1000	143		177		120		118		57		116		183		86		
Sample:	1000	135		165		110		110		100		110		170		100		
<b>Q15 Excluding Christmas shopping, where else does your household buy furniture, soft furnishings and floor-coverings? [MR]</b>																		
<i>Those who mentioned a specific destination at Q14</i>																		
Bath City Centre	1.2%	9	0.0%	0	1.4%	2	0.0%	0	0.8%	1	1.0%	0	2.3%	2	3.0%	4	0.0%	0
Bristol City Centre	2.9%	21	3.1%	3	4.8%	6	1.3%	1	0.0%	0	1.0%	0	3.9%	4	4.9%	6	0.9%	1
Cheltenham Town Centre	1.5%	11	2.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.6%	1	8.8%	6
Devizes Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Gorse Hill District Centre	0.2%	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
Hungerford Town Centre	0.2%	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
Malmesbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marlborough Town Centre	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.7%	12	2.2%	2	0.0%	0	1.2%	1	10.1%	9	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	1	0.0%	0	0.0%	0
Swindon Old Town	1.2%	9	9.7%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	4.2%	31	5.2%	4	6.9%	9	3.9%	3	1.9%	2	3.8%	2	2.9%	3	4.1%	6	3.3%	2
Swindon Designer Outlet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	1	0.6%	1	0.9%	1
Cribbs Causeway, Bristol	1.2%	9	0.0%	0	2.0%	3	0.0%	0	0.0%	0	2.2%	1	2.4%	2	1.9%	3	0.9%	1
Greenbridge Retail Park, Swindon	3.4%	25	1.6%	1	5.5%	7	4.5%	4	0.8%	1	2.2%	1	0.6%	1	5.5%	7	4.2%	3
Mannington Retail Park, Swindon	2.9%	21	3.9%	3	3.1%	4	3.3%	3	2.2%	2	2.2%	1	3.1%	3	1.6%	2	3.9%	3
Orbital Shopping Park, Swindon	2.6%	19	0.8%	1	5.7%	8	4.7%	4	2.2%	2	0.0%	0	0.0%	0	1.6%	2	3.8%	3
Saint Margarets Retail Park, Swindon	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1
West Swindon Shopping Centre	0.5%	4	0.8%	1	0.6%	1	1.0%	1	0.0%	0	2.2%	1	0.0%	0	0.6%	1	0.0%	0
Internet / home delivery	7.0%	51	4.4%	4	8.5%	11	3.6%	3	17.1%	15	2.1%	1	6.9%	6	4.9%	7	6.0%	4
Abingdon Town Centre	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
Andover Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	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
Basingstoke Town Centre	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
Bridge Mead Retail Park, Swindon	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheney Manor Local Centre	0.4%	3	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Chippenham Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	5.1%	7	0.0%	0
Cirencester Town Centre	0.9%	7	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	6.1%	4
Cricklade Town Centre	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
Fleming Way, Swindon	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Gloucester City Centre	0.5%	4	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Great Western Way, Swindon	0.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hathaway Retail Park, Foundry Lane, Chippenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
High Wycombe Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Leeds City Centre	0.1%	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
Melksham Town Centre	1.0%	7	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.7%	2	1.8%	2	0.0%	0
Newbury Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	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
Salisbury City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.2%	3	0.0%	0	0.0%	0
Stratton St. Margaret Local Centre	0.5%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Trowbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Wantage Town Centre	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
Witney Town Centre	0.2%	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
Wootton Bassett Road, Swindon	0.3%	2	2.8%	2	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)	3.5%	26	1.9%	2	5.9%	8	5.1%	4	0.8%	1	3.6%	2	0.6%	1	5.3%	7	2.8%	2
(Nowhere else)	59.6%	436	57.7%	49	58.9%	79	65.9%	52	53.8%	48	55.4%	24	65.0%	60	58.4%	78	61.5%	45
Weighted base:	731	86		134		79		90		44		92		133		73		
Sample:	716	83		121		67		78		79		82		123		83		

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q16 Excluding Christmas shopping, where does your household do most of its shopping for DIY / hardware and garden items?																	
Calne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Carterton Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%
Cheltenham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.6%
Devizes Town Centre	7.6%	76	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.3%	1	61.7%	72	0.8%	2	0.0%
Faringdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Hill District Centre	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%
Highworth Town Centre	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%
Hungerford Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%
Malmesbury Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	9	0.0%
Marlborough Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	4.4%	5	0.0%	0	0.0%
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Rodbourne Road Local Centre	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%
Wootton Bassett Town Centre	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Wroughton Village Centre	0.5%	5	0.0%	0	0.5%	1	3.1%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon Old Town	0.1%	1	0.6%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon Town Centre	2.3%	23	4.0%	6	6.8%	12	1.4%	2	0.6%	1	1.6%	1	0.0%	0	0.8%	2	0.0%
Greenbridge Retail Park, Swindon	7.3%	73	28.5%	41	3.7%	6	3.0%	4	9.0%	11	7.8%	4	1.6%	2	0.0%	0	5.8%
Mannington Retail Park, Swindon	2.7%	27	0.6%	1	4.8%	8	9.3%	11	1.6%	2	0.0%	0	3.4%	4	0.0%	0	0.9%
Orbital Shopping Park, Swindon	8.6%	86	6.9%	10	34.2%	60	8.7%	10	1.8%	2	0.0%	0	0.6%	1	0.4%	1	1.6%
Saint Margarets Retail Park, Swindon	1.4%	14	1.8%	3	0.9%	2	7.4%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
West Swindon Shopping Centre	2.1%	21	0.6%	1	1.3%	2	12.9%	15	1.1%	1	1.4%	1	0.0%	0	0.4%	1	0.0%
Internet / home delivery	1.5%	15	0.8%	1	0.4%	1	0.9%	1	8.0%	9	3.1%	2	1.2%	1	0.0%	0	0.0%
Abingdon Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	7.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Alvescot Village 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	1.1%
Andover Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	5.3%	6	0.0%	0	0.0%
Bampton Town Centre	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%
Brize Norton Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Broad Blunsdon Village Centre	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%
Cheney Manor Local Centre	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%
Chippenham Town Centre	11.9%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	1	64.5%	118	0.0%
Cirencester Town Centre	6.6%	66	0.5%	1	1.0%	2	4.7%	6	0.5%	1	1.0%	1	0.0%	0	2.1%	4	61.6%
Cricklade Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Elgin Industrial Estate, Swindon	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleming Way, Swindon	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Frilford Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Gipsy Lane, Swindon	1.5%	15	6.5%	9	1.7%	3	0.0%	0	1.2%	1	0.8%	0	0.0%	0	0.0%	0	0.9%
Great Western Way, Swindon	11.0%	110	16.3%	23	22.8%	40	20.0%	24	1.7%	2	8.7%	5	5.1%	6	1.0%	2	9.2%
Grove Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hare Hatch Village Centre	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%
Hathaway Retail Park, Foundry Lane, Chippenham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	8	0.0%
Hook Town Centre	0.4%	4	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Lacock Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%
Lambourn Village Centre	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%
Lechlade Town Centre	0.5%	5	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%
Lidiard Millicent Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%
Melksham Town Centre	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%
Newbury Town Centre	2.6%	26	0.0%	0	0.0%	0	0.0%	0	5.3%	6	34.4%	20	0.0%	0	0.0%	0	0.0%
Pewsey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%
Salisbury City Centre	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%
Stratton St. Margaret Local Centre	1.3%	13	6.2%	9	1.9%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Stroud 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	0.9%
Trowbridge Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%
Upper Stratton Local Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wantage Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Witney Town Centre	4.6%	46	0.0%	0	0.0%	0	0.0%	0	37.6%	44	0.0%	0	0.0%	0	0.0%	0	2.5%
Woodborough Village Centre	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%
(Don't know / varies)	1.9%	19	2.9%	4	2.2%	4	3.8%	5	0.6%	1	2.5%	1	0.5%	1	1.7%	3	0.7%

Column % ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't do this type of shopping)	14.4%	144	22.0%	32	12.7%	23	18.6%	22	8.8%	10	18.9%	11	12.0%	14	13.2%	24	9.6%	8
Weighted base:	1000		143		177		120		118		57		116		183		86	
Sample:	1000		135		165		110		110		100		110		170		100	

**Q17 Excluding Christmas shopping, where else does your household buy DIY / hardware and garden items? [MR]**

*Those who mentioned a specific destination at Q16*

Bristol City Centre	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Carterton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Devizes Town Centre	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	2.5%	4	0.0%	0
Gorse Hill District Centre	0.2%	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
Hungerford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Malmesbury Town Centre	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
Marlborough Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.2%	2	0.0%	0	0.0%	0
Oxford City Centre	1.8%	15	0.0%	0	0.0%	0	0.0%	0	14.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Rodbourne Road Local Centre	0.3%	2	0.8%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Bassett Town Centre	0.6%	5	0.0%	0	0.6%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Wroughton Village Centre	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
Swindon Old Town	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
Swindon Town Centre	2.5%	21	3.2%	3	5.1%	8	5.0%	5	0.0%	0	2.9%	1	1.9%	2	0.4%	1	1.8%	1
Greenbridge Retail Park, Swindon	4.6%	39	16.7%	18	5.6%	8	2.3%	2	1.9%	2	0.9%	0	1.9%	2	1.6%	2	4.5%	3
Mannington Retail Park, Swindon	2.6%	22	3.7%	4	2.3%	4	12.5%	12	1.9%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Swindon	3.8%	32	2.9%	3	11.7%	18	5.4%	5	0.6%	1	0.0%	0	0.0%	0	1.6%	2	3.7%	3
Saint Margarets Retail Park, Swindon	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Swindon Shopping Centre	2.0%	17	3.1%	3	7.2%	11	1.9%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	1.3%	11	0.0%	0	1.8%	3	1.1%	1	0.0%	0	2.8%	1	0.0%	0	3.6%	6	0.0%	0
Abingdon Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	4	0.7%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	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
Bourton-on-the-Water Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chippenham Town Centre	5.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	23.4%	36	0.8%	1
Cirencester Town Centre	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.5%	1	21.3%	16
Fleming Way, Swindon	0.5%	4	1.4%	2	0.0%	0	0.9%	1	0.0%	0	2.1%	1	0.6%	1	0.0%	0	0.0%	0
Gipsy Lane, Swindon	2.2%	19	8.5%	9	3.0%	5	3.8%	4	0.0%	0	0.9%	0	1.2%	1	0.0%	0	0.0%	0
Gloucester City 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	2.0%	2
Great Western Way, Swindon	6.1%	51	13.6%	15	8.6%	13	2.6%	2	10.6%	11	1.8%	1	3.5%	4	2.1%	3	3.2%	2
Grove Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hathaway Retail Park, Foundry Lane, Chippenham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.7%	6	0.0%	0
Kingsdown Local Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lacock Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Lidiard Millicent Village Centre	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
Melksham Town Centre	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
Nailsworth Town Centre	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
Newbury Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	7	0.0%	0	0.0%	0	0.0%	0
Purton Village Centre	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
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	1	0.0%	0	0.0%	0
Stratton St. Margaret Local Centre	1.0%	8	3.6%	4	0.7%	1	0.9%	1	0.5%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Trowbridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0
Wantage Town Centre	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
Witney Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	1.9%	16	2.1%	2	1.5%	2	1.9%	2	2.5%	3	1.3%	1	2.6%	3	2.5%	4	0.0%	0
(Nowhere else)	53.9%	451	41.2%	44	50.4%	76	56.3%	52	53.2%	57	48.7%	22	66.7%	68	53.6%	84	62.9%	48
Weighted base:	837		107		150		93		107		45		102		156		77	
Sample:	833		99		143		81		94		81		96		151		88	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q18 Excluding Christmas shopping, where does your household do most of its shopping for health, beauty and chemist items?																		
Bath City Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0
Calne Town Centre	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	42	0.0%	0
Carterton Town Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	8.1%	10	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Cavendish Square District Centre	0.4%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devizes Town Centre	7.9%	79	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	65.0%	76	0.4%	1	0.0%	0
Faringdon Town Centre	0.4%	4	0.0%	0	0.4%	1	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre	0.7%	7	0.0%	0	0.9%	2	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	14	0.0%	0	0.0%	0	0.0%	0
Malmesbury Town Centre	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	19	0.0%	0
Marlborough Town Centre	2.3%	23	0.0%	0	0.0%	0	0.7%	1	0.0%	0	26.3%	15	5.8%	7	0.4%	1	0.0%	0
Oxford City Centre	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
Reading Town Centre	0.1%	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
Rodbourne Road Local Centre	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
Wootton Bassett Town Centre	2.2%	22	0.0%	0	0.5%	1	14.4%	17	0.0%	0	0.7%	0	0.0%	0	1.7%	3	0.0%	0
Wroughton Village Centre	1.2%	12	0.0%	0	0.0%	0	9.4%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Swindon Old Town	0.3%	3	0.5%	1	0.4%	1	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	14.3%	143	34.8%	50	19.9%	35	29.6%	36	7.1%	8	5.4%	3	3.4%	4	3.3%	6	0.8%	1
Swindon Designer Outlet	0.2%	2	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Greenbridge Retail Park, Swindon	7.5%	75	33.2%	48	6.0%	11	3.3%	4	5.8%	7	0.7%	0	2.3%	3	0.0%	0	3.0%	3
Mannington Retail Park, Swindon	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
Orbital Shopping Park, Swindon	10.4%	104	1.8%	3	52.9%	94	5.8%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Swindon Shopping Centre	1.0%	10	0.0%	0	0.9%	2	5.0%	6	1.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet / home delivery	4.3%	43	1.1%	2	4.7%	8	4.4%	5	5.6%	7	3.1%	2	7.0%	8	6.0%	11	0.8%	1
Abbey Meads Village Centre	0.3%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.1%	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
Bampton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chippenham Town Centre	8.1%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	81	0.0%	0
Chiseldon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cirencester Town Centre	6.7%	67	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	3	70.7%	61
Corsham Town Centre	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
Covingham Village Centre	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
Cricklade Town Centre	0.4%	4	0.5%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	10
Great Western Way, Swindon	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
Grove Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Wick Local Centre	0.4%	4	1.0%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kintbury Village Centre	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 Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Lechlade Town 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	3.1%	3
Market Lavington Local Centre	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
Melksham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Morden District Centre	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	10	0.0%	0	0.0%	0	0.0%	0
Octocol Way, Swindon	1.0%	10	4.2%	6	2.0%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Road, Swindon	0.6%	6	3.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peatmoor Village Centre	0.2%	2	0.0%	0	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.5%	1	0.0%	0
Purton Village Centre	0.4%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsbury Village Centre	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
Salisbury City Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.3%	6	0.0%	0	0.0%	0
Shaw Village Centre	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Cerney Village 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	2.5%	2
Stratton St. Margaret Local Centre	0.8%	8	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Taw Hill Village Centre	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
Tetbury Town Centre	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
Tidworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Toot Hill Village Centre	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Wantage Town Centre	2.2%	22	0.0%	0	0.0%	0	0.0%	0	17.3%	20	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	4.0%	40	0.0%	0	0.0%	0	0.0%	0	33.2%	39	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(Don't know / varies)	1.0%	10	0.6%	1	0.4%	1	3.9%	5	0.0%	0	1.7%	1	0.0%	0	1.7%	3	0.0%	0
(Don't do this type of shopping)	4.3%	43	8.8%	13	4.1%	7	6.6%	8	2.6%	3	1.9%	1	3.2%	4	2.6%	5	3.2%	3
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	
<b>Q19 Excluding Christmas shopping, where else does your household buy health, beauty and chemist items? [MR]</b>																		
<i>Those who mentioned a specific destination at Q18</i>																		
Bath City Centre	1.2%	11	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.7%	2	4.8%	8	0.0%	0
Bristol City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Calne Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	7	0.0%	0
Carterton Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	8.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.3%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Devizes Town Centre	1.4%	13	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	3.3%	4	4.6%	8	0.0%	0
Faringdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	10	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Malmesbury Town Centre	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
Marlborough Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.9%	2	2.3%	3	0.0%	0	0.0%	0
Oxford City Centre	0.5%	4	0.0%	0	0.5%	1	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	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
Rodbourne Road Local Centre	0.1%	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
Wootton Bassett Town Centre	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wroughton Village Centre	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
Swindon Old Town	0.3%	3	0.5%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	9.9%	94	22.0%	29	10.6%	18	20.1%	22	4.7%	5	3.7%	2	9.9%	11	4.0%	7	0.0%	0
Swindon Designer Outlet	0.4%	3	0.0%	0	1.5%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	4.3%	41	12.0%	16	3.8%	6	4.5%	5	6.2%	7	2.5%	1	1.6%	2	0.0%	0	4.4%	4
Mannington Retail Park, Swindon	0.1%	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
Orbital Shopping Park, Swindon	2.7%	25	8.3%	11	4.8%	8	3.4%	4	1.1%	1	0.7%	0	0.5%	1	0.0%	0	0.7%	1
Saint Margarets Retail Park, Swindon	0.1%	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
West Swindon Shopping Centre	0.7%	7	0.0%	0	1.4%	2	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Internet / home delivery	2.8%	27	7.9%	10	1.6%	3	0.0%	0	3.1%	4	2.5%	1	0.7%	1	3.8%	7	1.7%	1
Abbey Meads Village Centre	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	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
Andover Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Blunsdon Village Centre	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
Chippenham Town Centre	2.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	15.4%	27	0.0%	0
Cirencester Town Centre	1.6%	15	0.0%	0	1.0%	2	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	12.0%	10
Covingham Village Centre	0.1%	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
Fairford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Great Western Way, Swindon	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
Grove Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Wick Local Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn Village Centre	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
Market Lavington Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Melksham 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
Morden District Centre	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.2%	12	0.7%	1	0.0%	0	0.0%	0	0.0%	0	17.7%	10	1.1%	1	0.0%	0	0.0%	0
Octocol Way, Swindon	0.7%	7	3.5%	5	0.5%	1	1.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Road, Swindon	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peatmoor Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1	0.0%	0
Purton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsbury Village Centre	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
Redhouse Village Centre	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
Salisbury City Centre	0.2%	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
Shaw Village Centre	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
Shrivenham Village Centre	0.1%	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
Tetbury Town Centre	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
Tidworth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1
Trowbridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Wantage Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yatton Keynell Village Centre	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
(Don't know / varies)	1.5%	14	0.0%	0	1.3%	2	1.6%	2	0.0%	0	0.8%	0	5.0%	6	1.9%	3	0.8%	1



	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Nowhere else)	61.5%	582	48.7%	63	67.5%	114	59.6%	64	61.6%	71	45.3%	25	70.0%	79	58.6%	103	76.5%	64
Weighted base:		947		130		169		107		115		55		113		175		83
Sample:		941		127		155		96		106		95		105		161		96

**Q20 Excluding Christmas shopping, where does your household do most of its shopping for other non-food items such as books, CDs, toys and gifts?**

Bath City Centre	1.2%	12	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	3	4.7%	9	0.0%	0
Bristol City Centre	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
Calne Town Centre	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
Carterton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.2%	2	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devizes Town Centre	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	23	0.4%	1	0.0%	0
Highworth Town Centre	0.1%	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
Hungerford Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	6	0.0%	0	0.0%	0	0.0%	0
Malmesbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marlborough Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	6	2.2%	3	0.0%	0	0.0%	0
Oxford City Centre	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	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
Wootton Bassett Town Centre	0.4%	4	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.7%	0	0.0%	0	0.4%	1	0.0%	0
Wroughton Village 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
Swindon Old Town	0.3%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	14.5%	145	25.9%	37	27.3%	48	13.8%	17	12.9%	15	11.1%	6	11.2%	13	4.2%	8	0.8%	1
Swindon Designer Outlet	0.6%	6	0.0%	0	0.4%	1	0.8%	1	0.0%	0	6.7%	4	0.0%	0	0.4%	1	0.0%	0
Cribbs Causeway, Bristol	0.4%	4	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Greenbridge Retail Park, Swindon	0.8%	8	1.5%	2	0.8%	1	0.0%	0	2.5%	3	0.7%	0	0.0%	0	0.0%	0	0.7%	1
Mannington Retail Park, Swindon	0.2%	2	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Swindon	3.3%	33	2.2%	3	15.4%	27	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saint Margarets Retail Park, Swindon	0.1%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Swindon Shopping Centre	1.1%	11	0.6%	1	1.9%	3	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	44.4%	444	38.1%	55	36.9%	65	51.0%	61	44.4%	52	37.3%	21	47.9%	56	51.3%	94	46.8%	40
Abbey Meads Village Centre	0.2%	2	0.0%	0	0.4%	1	0.8%	1	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	0.4%	1	0.0%	0
Andover Town Centre	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
Birmingham City Centre	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
Chippenham Town Centre	4.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	47	0.0%	0
Cirencester Town Centre	4.7%	47	0.0%	0	2.5%	4	4.5%	5	0.5%	1	0.0%	0	0.0%	0	2.1%	4	38.8%	33
Fleming Way, 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
Gatwick Airport	0.3%	3	0.0%	0	0.0%	0	1.8%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	6	0.0%	0	0.0%	0	0.0%	0
Octocol Way, Swindon	0.4%	4	1.2%	2	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Oxford Road, Swindon	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peatmoor Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Stratton St. Margaret Local Centre	0.2%	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
Taunton 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	0.9%	1
Tidworth Town Centre	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
Wantage Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	2.8%	28	0.0%	0	0.0%	0	0.0%	0	23.0%	27	0.0%	0	0.0%	0	0.0%	0	1.5%	1
(Don't know / varies)	0.5%	5	0.0%	0	1.2%	2	0.7%	1	0.0%	0	1.4%	1	0.5%	1	0.4%	1	0.0%	0
(Don't do this type of shopping)	11.8%	118	27.1%	39	7.9%	14	11.6%	14	8.0%	9	7.5%	4	14.7%	17	6.5%	12	9.9%	9
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		
<b>Q21 Excluding Christmas shopping, where else does your household buy other non-food items such as books, CDs, toys and gifts? [MR]</b>																		
<i>Those who mentioned a specific destination at Q20</i>																		
Bath City Centre	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	8.5%	15	0.0%	0
Bristol City Centre	0.6%	5	0.8%	1	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.6%	1	1.0%	2	0.0%	0
Carterton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	2.0%	2
Devizes Town Centre	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	14	1.3%	2	0.0%	0
Highworth Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.5%	1	0.0%	0
Hungerford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
London	0.5%	4	1.7%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Malmesbury Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0
Marlborough Town Centre	1.7%	15	0.7%	1	0.0%	0	2.8%	3	0.0%	0	12.7%	7	3.6%	4	0.8%	1	0.0%	0
Oxford City Centre	1.4%	12	0.0%	0	0.5%	1	1.0%	1	9.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Bassett Town Centre	0.3%	3	0.0%	0	0.5%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Old Town	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
Swindon Town Centre	9.4%	83	14.6%	15	9.1%	15	24.1%	25	4.8%	5	4.0%	2	11.1%	11	4.1%	7	3.0%	2
Swindon Designer Outlet	0.5%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Cribbs Causeway, Bristol	0.6%	5	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.8%	1
Greenbridge Retail Park, Swindon	1.2%	11	0.9%	1	5.1%	8	1.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Orbital Shopping Park, Swindon	2.0%	18	2.2%	2	5.8%	9	3.5%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.9%	2
Saint Margarets Retail Park, Swindon	0.3%	3	0.9%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Swindon Shopping Centre	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	6.1%	53	3.9%	4	8.2%	13	3.6%	4	4.9%	5	7.5%	4	6.9%	7	3.4%	6	13.7%	11
Andover Town Centre	0.1%	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
Chippenham Town Centre	1.6%	14	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.4%	13	0.0%	0
Cirencester Town Centre	2.4%	21	0.0%	0	1.1%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	16.9%	13
Fairford 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	0.8%	1
Gloucester City Centre	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
Haydon Wick Local Centre	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
Kingsdown Local Centre	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
Kirkcaldy Town Centre, Scotland	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
Newbury Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	11.7%	6	0.0%	0	0.0%	0	0.0%	0
Octocol Way, Swindon	1.4%	12	10.5%	11	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Road, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Plymouth City Centre	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
Salisbury City 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
Stratton St. Margaret Local Centre	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Trowbridge Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.4%	1	0.0%	0
Wantage Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	8	0.0%	0	1.6%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.3%	4	1.7%	1
(Nowhere else)	62.7%	550	62.4%	65	63.6%	102	60.5%	64	69.2%	75	59.2%	31	58.4%	58	64.1%	109	59.3%	46
Weighted base:	877		104		161		105		108		52		99		171		77	
Sample:	844		90		144		93		95		88		93		152		89	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q22 What items, if any, do you regularly buy on the Internet? [MR]																		
Groceries	8.6%	86	2.2%	3	4.8%	8	4.2%	5	27.1%	32	17.1%	10	14.9%	17	3.7%	7	4.2%	4
Clothes and shoes	25.4%	254	27.9%	40	25.5%	45	20.8%	25	32.6%	38	36.1%	21	34.7%	40	16.7%	31	16.0%	14
Domestic electrical appliances	9.6%	96	7.8%	11	2.8%	5	3.6%	4	7.7%	9	10.3%	6	21.6%	25	7.6%	14	25.1%	22
Electrical TV, Hi-Fi and computers	14.8%	148	13.7%	20	10.5%	19	7.0%	8	8.7%	10	19.3%	11	25.0%	29	13.0%	24	31.6%	27
Furniture, soft furnishings and floor coverings	2.1%	21	3.5%	5	1.3%	2	2.3%	3	0.6%	1	2.4%	1	2.8%	3	0.8%	2	4.9%	4
DIY, hardware and homewares	5.4%	54	1.8%	3	5.7%	10	0.0%	0	16.5%	19	5.7%	3	8.1%	9	4.3%	8	1.6%	1
Health and beauty, chemist items	5.3%	53	12.1%	17	6.1%	11	3.9%	5	3.0%	4	0.8%	0	9.1%	11	2.5%	4	0.9%	1
Books, CDs, DVDs, computer games, toys etc.	43.8%	438	35.7%	51	35.1%	62	43.2%	52	47.0%	55	45.0%	26	43.7%	51	51.1%	94	55.2%	47
Other	1.2%	12	1.8%	3	0.9%	2	0.9%	1	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.7%	1
Craft / hobby items	2.9%	29	2.8%	4	2.4%	4	1.6%	2	1.9%	2	2.4%	1	5.8%	7	3.2%	6	3.3%	3
Gardening items	0.4%	4	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.6%	0	1.3%	2	0.0%	0	0.0%	0
Gifts	3.2%	32	1.1%	2	4.2%	7	1.6%	2	1.0%	1	0.0%	0	11.6%	14	3.0%	6	1.6%	1
Holidays / tickets	0.7%	7	1.2%	2	1.5%	3	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.9%	1
Motorcycle parts	0.9%	9	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0
Pet products	2.0%	20	0.5%	1	2.8%	5	2.9%	4	2.3%	3	2.1%	1	3.9%	5	0.8%	2	0.8%	1
Sports goods	2.0%	20	3.1%	4	1.3%	2	2.7%	3	2.6%	3	1.3%	1	1.7%	2	1.8%	3	1.5%	1
Stationery	0.4%	4	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	1.4%	3	0.0%	0
(Nothing)	29.9%	299	33.9%	49	33.1%	58	45.4%	55	19.5%	23	15.5%	9	18.6%	22	32.8%	60	28.3%	24
(Don't know / can't remember)	1.1%	11	2.1%	3	1.4%	2	0.0%	0	0.0%	0	2.2%	1	1.2%	1	1.0%	2	0.9%	1
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		
Q23 What, if anything, would make you shop more often in Swindon Town Centre? [MR]																		
Better choice of clothing shops	4.6%	46	9.4%	13	9.0%	16	5.4%	6	2.6%	3	0.7%	0	0.6%	1	2.7%	5	1.8%	2
Better choice of shops in general	14.7%	147	29.8%	43	29.2%	52	16.9%	20	6.3%	7	0.0%	0	7.1%	8	7.2%	13	4.0%	3
Better maintenance / cleanliness	4.0%	40	6.9%	10	4.2%	7	7.8%	9	1.8%	2	2.8%	2	1.2%	1	3.9%	7	0.9%	1
Better quality shops	8.4%	84	22.3%	32	12.7%	22	11.1%	13	0.6%	1	0.0%	0	7.2%	8	3.1%	6	2.5%	2
Better range of independent stores / specialist shops	5.4%	54	14.2%	20	5.8%	10	12.7%	15	0.6%	1	0.0%	0	1.7%	2	2.1%	4	2.2%	2
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	5.9%	59	5.9%	8	9.3%	17	9.4%	11	3.2%	4	4.2%	2	2.9%	3	3.7%	7	7.1%	6
Improved bus services	1.2%	12	1.6%	2	2.4%	4	0.7%	1	0.8%	1	3.6%	2	0.6%	1	0.4%	1	0.0%	0
More / better car parking	8.2%	82	4.6%	7	10.9%	19	9.5%	11	8.1%	10	13.4%	8	6.4%	7	7.5%	14	7.9%	7
More food supermarkets	0.0%	0	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 large shops	1.2%	12	1.9%	3	1.9%	3	2.2%	3	1.2%	1	0.8%	0	0.0%	0	1.0%	2	0.0%	0
More traffic free areas / pedestrianisation	0.5%	5	0.0%	0	1.5%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	2	0.0%	0
More / better gift shops	0.1%	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
More / better leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More / better restaurant / café facilities	0.9%	9	0.0%	0	2.8%	5	0.9%	1	0.5%	1	0.0%	0	1.1%	1	0.8%	2	0.0%	0
Other	7.2%	72	11.4%	16	7.5%	13	17.4%	21	3.3%	4	2.5%	1	7.2%	8	3.0%	5	2.4%	2
Better / clearer signage	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.8%	1	0.0%	0	0.8%	1
Better access by car (e.g. improved road system, less traffic)	4.2%	42	1.7%	2	6.1%	11	6.5%	8	6.0%	7	6.3%	4	2.7%	3	2.3%	4	4.0%	3
Better appearance / refurbishment of the town centre	12.6%	126	13.3%	19	20.0%	35	10.3%	12	4.8%	6	4.8%	3	17.2%	20	13.5%	25	6.8%	6
Better atmosphere	0.5%	5	0.5%	1	0.9%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	1
Better disabled access	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.4%	1	0.0%	0
Better Park & Ride system	0.4%	4	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	1.8%	2
Cheaper parking	1.7%	17	0.5%	1	4.5%	8	2.9%	4	1.1%	1	0.0%	0	2.2%	3	0.4%	1	0.8%	1
Fill the vacant shops	1.6%	16	2.9%	4	1.7%	3	0.7%	1	0.0%	0	0.0%	0	5.3%	6	0.0%	0	2.6%	2
If it was closer	1.6%	16	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.2%	1	10.6%	12	0.0%	0	0.9%	1
Less charity shops	0.3%	3	0.5%	1	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	1.2%	12	0.0%	0	5.2%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	2	0.0%	0
More compact	0.6%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	0	1.3%	2	1.2%	2	0.8%	1
More public seating and toilets	0.3%	3	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More undercover shops / pedestrian areas	0.4%	4	0.5%	1	0.9%	2	0.0%	0	0.0%	0	0.8%	0	1.2%	1	0.0%	0	0.0%	0
Open a John Lewis store	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Remove undesirable clientele (e.g. drunks, drug-addicts, beggars etc.)	2.2%	22	5.4%	8	4.0%	7	0.9%	1	0.6%	1	0.0%	0	0.0%	0	1.8%	3	2.2%	2
(Nothing)	38.7%	387	21.5%	31	23.4%	41	27.5%	33	58.3%	69	53.3%	30	45.8%	53	47.0%	86	51.1%	44
(Don't know / never visited)	7.4%	74	2.7%	4	3.5%	6	3.7%	4	9.0%	11	11.0%	6	5.9%	7	12.3%	22	15.9%	14
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		
Q24 What, if anything, would make you shop more often in Swindon Old Town? [MR]																		
Better choice of clothing shops	1.7%	17	2.3%	3	0.4%	1	3.1%	4	0.0%	0	0.8%	0	5.8%	7	0.9%	2	0.0%	0
Better choice of shops in general	7.9%	79	14.5%	21	12.3%	22	6.1%	7	8.0%	9	2.3%	1	4.2%	5	5.6%	10	3.8%	3
Better maintenance / cleanliness	0.4%	4	1.8%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Better quality shops	1.2%	12	1.1%	2	2.1%	4	1.4%	2	0.6%	1	1.7%	1	0.0%	0	1.8%	3	0.0%	0
Better range of independent stores / specialist shops	1.7%	17	3.5%	5	3.3%	6	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	1
Entertainment / events	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
Free car parking	2.7%	27	1.7%	2	4.9%	9	4.8%	6	2.5%	3	1.4%	1	0.6%	1	1.7%	3	3.2%	3
Improved bus services	0.6%	6	1.0%	1	0.4%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.8%	2	0.0%	0
More / better car parking	7.5%	75	3.5%	5	9.1%	16	17.1%	21	6.3%	7	9.1%	5	4.5%	5	5.6%	10	6.6%	6
More food supermarkets	0.0%	0	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 large shops	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More / better gift shops	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
More / better leisure facilities	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
More / better restaurant facilities	0.8%	8	3.1%	4	1.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other	1.7%	17	1.8%	3	3.4%	6	1.4%	2	2.8%	3	1.5%	1	0.0%	0	1.2%	2	0.7%	1
Better access by car (e.g. improved road system, less traffic etc.)	0.8%	7	0.0%	0	0.9%	2	0.9%	1	1.4%	2	1.4%	1	0.0%	0	0.8%	1	1.1%	1
Better advertising of what's on	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.4%	1	0.0%	0
Better appearance / refurbishment of the area	1.0%	10	1.3%	2	0.8%	1	0.7%	1	1.3%	2	0.0%	0	1.4%	2	0.5%	1	1.8%	2
Cheaper parking	0.7%	7	1.1%	2	1.5%	3	1.7%	2	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0
Cheaper shops / lower prices	0.4%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.9%	2
If it was closer	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.3%	6	0.4%	1	0.0%	0
(Nothing)	51.5%	515	54.9%	79	42.3%	75	57.6%	69	55.0%	65	37.7%	21	54.0%	63	49.7%	91	60.7%	52
(Don't know / never visited)	24.3%	243	14.9%	21	25.5%	45	11.0%	13	24.1%	28	42.8%	24	23.1%	27	34.5%	63	23.9%	20
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		
Q25 What, if anything, would make you shop more often in Swindon Designer Outlet? [MR]																		
Better choice of clothing shops	0.8%	8	0.0%	0	1.1%	2	1.6%	2	3.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	4.6%	46	1.2%	2	4.5%	8	0.9%	1	17.7%	21	2.4%	1	4.3%	5	3.0%	6	3.5%	3
Better maintenance / cleanliness	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
Better quality shops	0.8%	8	0.6%	1	1.0%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Better range of independent stores / specialist shops	0.3%	3	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.6%	1
Entertainment / events	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
Free car parking	1.2%	12	2.7%	4	1.9%	3	0.0%	0	0.0%	0	2.9%	2	1.3%	2	1.0%	2	0.0%	0
Improved bus services	0.1%	1	0.6%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	1.6%	16	2.9%	4	0.8%	1	0.0%	0	0.6%	1	10.2%	6	0.0%	0	1.4%	3	1.5%	1
More food supermarkets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.8%	1
More large shops	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More traffic free areas / pedestrianisation	0.2%	2	0.0%	0	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / better gift shops	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
More / better leisure facilities	0.0%	0	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 / better restaurant / café facilities	2.3%	23	3.1%	4	1.0%	2	0.9%	1	5.3%	6	0.0%	0	6.5%	8	0.8%	1	0.8%	1
Other	3.7%	37	7.6%	11	2.4%	4	9.1%	11	2.3%	3	3.2%	2	2.5%	3	1.8%	3	0.0%	0
Better access by car (e.g. improved road system, less traffic etc.)	1.8%	18	0.8%	1	4.2%	7	0.9%	1	1.3%	2	4.7%	3	1.9%	2	0.9%	2	0.7%	1
Better atmosphere	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.5%	1
Better disabled access	0.3%	3	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1	0.0%	0
If it was closer	0.9%	9	0.5%	1	0.0%	0	0.0%	0	0.5%	1	2.0%	1	5.3%	6	0.0%	0	0.9%	1
Lower prices	2.6%	26	1.1%	2	5.2%	9	0.7%	1	1.9%	2	2.4%	1	7.7%	9	0.9%	2	0.0%	0
(Nothing)	69.9%	699	68.8%	99	70.1%	124	77.8%	93	60.9%	72	49.5%	28	64.8%	75	79.2%	145	73.3%	63
(Don't know / never visited)	10.5%	105	11.0%	16	7.5%	13	7.5%	9	9.6%	11	25.6%	15	7.5%	9	10.4%	19	15.1%	13
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	
Q26 What location does your household normally visit for community facilities, such as libraries and community halls?																	
Bath City Centre	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%
Bristol City Centre	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%
Calne Town Centre	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	39	0.0%
Carterton Town Centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	13.1%	15	0.0%	0	0.0%	0	0.0%	0	0.8%
Cavendish Square District Centre	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham 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	0.8%
Devizes Town Centre	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	34	0.0%	0	0.0%
Faringdon Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Gorse Hill District Centre	0.1%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highworth Town Centre	0.8%	8	1.1%	2	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.8%
Hungerford Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	10	0.0%	0	0.0%	0	0.0%
Malmesbury Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	8	0.0%
Marlborough Town Centre	1.2%	12	0.0%	0	0.0%	0	0.7%	1	0.0%	0	5.3%	3	6.7%	8	0.4%	1	0.0%
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Rodbourne Road Local Centre	0.6%	6	0.0%	0	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon Old Town	0.2%	2	0.5%	1	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon Town Centre	8.4%	84	19.0%	27	15.8%	28	22.3%	27	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.8%
Wootton Bassett Town Centre	1.4%	14	0.0%	0	0.5%	1	9.9%	12	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%
Wroughton Village Centre	1.8%	18	0.0%	0	0.0%	0	14.3%	17	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Abbey Meads Village Centre	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%
Aldbourne Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%
Amesbury Town Centre	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%
Andover Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Bampton Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Blunsdon Village Centre	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%
Cheney Manor Local Centre	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%
Chippenham Town Centre	4.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	48	0.0%
Christchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%
Cirencester Town Centre	3.4%	34	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	37.6%
Corsham Town Centre	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%
Covingham Village Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cricklade Town Centre	0.4%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crudwell Village Centre	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%
East Garston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Fairford Town Centre	0.4%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%
Great Bedwyn Village Centre	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%
Grove Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Haydon Wick Local Centre	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%
Kintbury Village Centre	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%
Lambourn Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%
Lechlade 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	2.4%
Liden Local Centre	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%
Lynham Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%
Market Lavington Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%
Morden District Centre	1.4%	14	0.0%	0	7.3%	13	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%
Newbury Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%
Orbital Shopping Park, Swindon	4.4%	44	0.0%	0	24.2%	43	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pewsey Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%
Pinehurst Local Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Purton Village Centre	0.3%	3	0.0%	0	1.0%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quenington Village 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	0.9%
Ramsbury Village Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%
Shrivenham Village Centre	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%
South Cerney Village 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	0.7%
South Marston Village Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratton St. Margaret Local Centre	1.6%	16	11.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trowbridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%
Upper Seagry Village Centre	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%
Wantage Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Witney Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	11.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
(Can't remember)	0.7%	7	0.6%	1	0.0%	0	0.0%	0	0.8%	1	6.7%	4	1.3%	2	0.0%	0	0.0%
(Don't know / varies)	0.4%	4	0.0%	0	1.5%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
(Don't do this activity)	47.7%	477	62.9%	90	39.2%	69	44.9%	54	50.7%	60	40.3%	23	50.3%	59	43.2%	79	51.0%
Weighted base:	1000			143		177		120		118		57		116		183	

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sample:	1000		135		165		110		110		100		110		170		100	
Q27 Where did you or your family LAST visit the cinema?																		
Cineworld, Didcot	1.4%	14	0.0%	0	0.0%	0	0.0%	0	11.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Shaw Ridge Leisure Park, Swindon	14.9%	149	5.6%	8	26.7%	47	33.5%	40	1.6%	2	3.1%	2	4.5%	5	22.2%	41	4.1%	3
Cineworld, Swindon	7.0%	70	7.1%	10	18.7%	33	10.3%	12	0.6%	1	0.0%	0	4.3%	5	4.8%	9	0.0%	0
Empire Cinema, Swindon	30.5%	305	51.8%	74	32.8%	58	26.3%	32	22.6%	27	38.1%	22	18.0%	21	17.1%	31	46.9%	40
Malmesbury Town Hall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0
Odeon, Andover	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.3%	6	0.0%	0	0.0%	0
Odeon, Bath	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	6.1%	11	0.0%	0
Odeon, Oxford	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
Odeon, Salisbury	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
The Little Theatre, Bath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
The Palace Cinema, Devizes	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	24.5%	28	0.8%	2	0.0%	0
Vue, Newbury	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	14	0.0%	0	0.0%	0	0.0%	0
Vue, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	8	0.8%	1
London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.5%	1	0.0%	0
Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	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
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Calne	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
Cheltenham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	5.6%	5
Chippenham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Cinemaworld, The Brewery, St Margaret's Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cineworld, Gloucester Quays Outlet Centre, Merchants' Road, Gloucester	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%	1
Cineworld, Marriotts Walk, Witney	4.5%	45	0.0%	0	0.0%	0	0.0%	0	33.9%	40	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Cirencester	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
Corn Exchange, Market Place, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Daglingworth	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
Devises	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
Marlborough	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
Movieola, Town Hall, Calne	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
Mowlem Theatre, Shore Road, Swanage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bedford Road, Guildford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Odeon, Butlins Somerwest World, Minehead	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%	1
Odeon, St Stephen's Place Leisure Park, St Stephen's Place, Trowbridge	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	21	3.4%	6	0.0%	0
Reading	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
Reel Cinemas, Marshfield Road, Chippenham	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	17	0.0%	0
Royal Wootton Bassett	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%	1
Salisbury	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
South Cerney	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
Vue, Aspects Leisure Park, Avon Ring Road, Longwell Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Vue, Merrywalks, Stroud	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	2.8%	2
Vue, The Oracle Centre, Mill Lane, Reading	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
Wantage	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
Witney	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Can't remember)	2.5%	25	0.6%	1	4.6%	8	0.0%	0	3.2%	4	2.9%	2	1.8%	2	3.6%	7	2.1%	2
(Don't know / varies)	0.5%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.7%	1
(Don't do this activity)	21.2%	212	35.0%	50	16.2%	29	29.9%	36	16.7%	20	19.0%	11	16.2%	19	14.2%	26	25.6%	22
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	
Q28 Where did you or your family LAST visit the theatre?																		
Sundial Theatre, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
The Arts Centre, Swindon	2.3%	23	2.7%	4	3.2%	6	9.7%	12	1.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
The Wharf Theatre, Devizes	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
Wyvern Theatre, Swindon	23.0%	230	35.6%	51	47.2%	83	24.4%	29	9.7%	11	13.6%	8	9.3%	11	11.2%	21	17.8%	15
Bath	5.4%	54	2.0%	3	0.5%	1	0.9%	1	0.5%	1	2.3%	1	9.4%	11	19.5%	36	0.7%	1
Bristol	6.8%	68	1.1%	2	4.3%	8	3.8%	5	5.8%	7	1.3%	1	12.7%	15	15.3%	28	4.9%	4
London / West End	18.1%	181	12.7%	18	12.9%	23	24.3%	29	23.7%	28	25.8%	15	30.2%	35	12.0%	22	13.7%	12
Oxford	6.1%	61	3.4%	5	1.9%	3	2.0%	2	37.9%	45	1.7%	1	0.0%	0	0.5%	1	4.0%	3
Arlington Arts Centre, Mary Hare School, Newbury	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
Basingstoke	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
Birmingham	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	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%	1
Cardiff	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
Cheltenham	1.9%	19	0.0%	0	1.5%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	17.5%	15
Chichester Festival Theatre, Oaklands Park, Chichester	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
Cirencester	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Corn Exchange, Market Place, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Cornerstone Arts Centre, Station Road, Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corsham	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
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	0.9%	1
Everyman Theatre, Regent Street, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1
Festival Theatre, Grange Road, Malvern	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
Frome	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Malmesbury	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
Mayflower Theatre, Commercial Road, Southampton	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
Milton Keynes	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
Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Norwich	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
Plymouth	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.5%	1	0.0%	0	0.0%	0
Queens Theatre, Barnstaple	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
Reading	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon	0.4%	4	0.0%	0	0.4%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1	1.2%	2	0.0%	0
Royal Wootton Bassett	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.2%	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
Salisbury City Hall, Malthouse Lane, Salisbury	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
Salisbury Playhouse, Malthouse Lane, Salisbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.9%	2	0.0%	0	0.0%	0
Southampton	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.4%	1	0.0%	0
Sunderland Empire Theatre, High Street West, Sunderland	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
The Anvil, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
The Everyman Theatre, Regent Street, Cheltenham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6
The Hexagon, Queens Walk, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Saw Close, Bath	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
Watermill Theatre, Bagnor, Newbury	0.7%	7	0.0%	0	0.5%	1	0.0%	0	0.5%	1	5.8%	3	1.0%	1	0.0%	0	0.8%	1
(Can't remember)	3.1%	31	5.3%	8	2.9%	5	0.0%	0	0.0%	0	7.1%	4	3.9%	5	4.1%	7	2.5%	2
(Don't know / varies)	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Don't do this activity)	27.0%	270	35.5%	51	20.7%	37	32.0%	38	19.8%	23	22.3%	13	23.7%	28	32.6%	60	24.6%	21
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	
Q29 Where did you or your family LAST visit a pub / bar?																		
Bath	1.8%	18	0.6%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	16	0.0%	0
Bristol	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calne	1.6%	16	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	15	0.0%	0
Caterton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	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
Devizes	5.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.5%	54	0.0%	0	0.0%	0
Faringdon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth	0.6%	6	0.6%	1	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Hungerford	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	12	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.9%	1
Malmesbury	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	16	0.0%	0
Marlborough	1.9%	19	2.4%	3	0.0%	0	0.0%	0	0.0%	0	14.5%	8	4.1%	5	1.3%	2	0.0%	0
Oxford	0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Old Town	5.5%	55	17.2%	25	10.1%	18	7.3%	9	1.1%	1	1.7%	1	0.0%	0	0.0%	0	1.8%	2
Swindon Town Centre	10.2%	102	21.7%	31	21.2%	37	17.8%	21	3.6%	4	2.5%	1	0.5%	1	2.2%	4	2.3%	2
Wootton Bassett	1.8%	18	0.0%	0	2.5%	4	8.1%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Wroughton	0.7%	7	0.0%	0	0.0%	0	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Abbey Meads	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
Abingdon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldbourne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Ampney Crucis	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%	1
Ashbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Axford	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
Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Bampton	0.2%	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
Barnsley	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Biddestone	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
Bournemouth	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
Bremhill	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
Broad Blunsdon	0.6%	6	1.3%	2	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Hinton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromham	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
Bulkington	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
Burford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Chedworth	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%	1
Childrey	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
Chippenham	5.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.9%	7	23.8%	44	0.0%	0
Chiseldon	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Cirencester	3.2%	32	0.0%	0	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	3	29.6%	25
Coate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0
Collingbourne Ducis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Corsham	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
Cricklade	0.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crudwell	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
Daglingworth	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
Denchworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Garston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
East Tytherton	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
Eastbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Fairford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Frampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Frome	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
Gorse Hill	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bedwyn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Great Shefford	0.1%	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
Greenbridge Retail Park, 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
Grittleton	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
Hannington	0.2%	2	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Wick	0.6%	6	0.0%	0	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilmarton	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
Hook	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
Inkpen	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
Kelmscott	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%	1
Kemble	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Kempsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Kintbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Lacock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Lambourn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0

by Zone		Swindon Borough Council Household Survey																Page 87
Weighted:		for Nathaniel Lichfield & Partners																January 2016
	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Lambourn Woodlands	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
Langley Burrell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Leafield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade	0.6%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Letcombe Regis	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
Lydiard Fields	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lydiard Millicent	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydiard Tregoze	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyncham	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
Mannington Retail Park, Swindon	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
Market Lavington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.7%	3	0.0%	0	0.0%	0
Marston Meysey	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
Melksham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Meysey Hampton	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%	1
Middleleaze	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
Minety	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%	1
Moredon	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Newbury	0.2%	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
North Cerney	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%	1
Orbital Shopping Park, Swindon	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peatmoor	0.2%	2	0.0%	0	0.4%	1	1.5%	2	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	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Pewsham	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
Potterne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.8%	1
Purton	0.5%	5	0.0%	0	1.0%	2	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quenington	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%	1
Ramsbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	6	0.0%	0	0.0%	0	0.0%	0
Rodbourne	0.3%	3	0.6%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	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
Shaw	0.2%	2	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepton Mallet	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
Shrivenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Siddington	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%	1
Sidmouth	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
South Cerney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
South Marston	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
Sparsholt	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
Stanford-in-the-Vale	0.1%	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
Steeple Langford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Stratton St Margaret	1.3%	13	8.2%	12	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	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%	1
Swinbrook	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
Taw Hill	0.4%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tetbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.9%	1
Toot Hill	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
Trowbridge	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
Truro	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Upper Stratton	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
Wanborough	1.1%	11	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Wantage	1.2%	12	0.0%	0	0.0%	0	0.0%	0	9.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watchfield	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
West Lavington	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
Weston in Gordano	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
Wichelstowe	0.2%	2	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	2.0%	20	0.0%	0	0.0%	0	0.0%	0	17.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolston	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
Woodley	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
Yatton Keynell	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
(Can't remember)	1.5%	15	1.1%	2	2.4%	4	0.7%	1	2.7%	3	0.8%	0	2.4%	3	0.8%	2	0.9%	1
(Don't know / varies)	1.1%	11	2.2%	3	0.8%	1	3.3%	4	0.0%	0	2.6%	1	0.6%	1	0.0%	0	0.8%	1
(Don't do this activity)	31.9%	319	32.7%	47	38.6%	68	36.6%	44	32.2%	38	21.0%	12	20.8%	24	31.6%	58	32.4%	28
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	
Q30 Where did you or your family LAST visit a restaurant?																		
Bath	3.0%	30	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	14.6%	27	0.0%	0
Bristol	0.7%	7	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	2	1.7%	3	0.8%	1
Calne	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	13	0.0%	0
Caterton	0.2%	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
Cheltenham	1.4%	14	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.7%	0	5.3%	6	0.5%	1	4.6%	4
Devizes	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	37.7%	44	0.4%	1	0.0%	0
Faringdon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth	1.0%	10	0.6%	1	0.8%	1	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Hungerford	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	8	0.0%	0	0.0%	0	0.0%	0
London	1.3%	13	0.0%	0	1.4%	2	1.4%	2	1.8%	2	4.7%	3	1.8%	2	0.7%	1	1.1%	1
Malmesbury	1.0%	10	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	9	0.0%	0
Marlborough	1.8%	18	0.6%	1	0.0%	0	0.7%	1	0.0%	0	8.9%	5	7.8%	9	1.2%	2	0.0%	0
Oxford	1.3%	13	1.1%	2	0.0%	0	0.0%	0	9.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet	2.9%	29	3.0%	4	7.6%	13	8.9%	11	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Swindon Old Town	8.2%	82	24.5%	35	12.3%	22	16.6%	20	0.6%	1	0.7%	0	2.1%	2	0.0%	0	1.9%	2
Swindon Town Centre	14.7%	147	23.4%	33	26.4%	47	14.9%	18	10.1%	12	14.3%	8	8.6%	10	8.8%	16	3.0%	3
Wootton Bassett	2.0%	20	0.0%	0	0.9%	2	5.3%	6	0.6%	1	0.0%	0	0.0%	0	5.5%	10	0.8%	1
Wroughton	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Cribbs Causeway	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
Greenbridge Retail Park, Swindon	4.1%	41	9.6%	14	8.6%	15	1.6%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	10.9%	9
Mannington Retail Park, Swindon	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
Orbital Shopping Park, Swindon	1.3%	13	1.6%	2	3.9%	7	1.4%	2	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.7%	1
West Swindon Shopping Centre	0.4%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Meads	0.2%	2	0.0%	0	0.9%	2	0.0%	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	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Aldbourne	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
Ampney Crucis	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%	1
Aston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Axford	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
Badbury	0.1%	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
Barnsley	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
Biddlestone	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blunsdon	0.3%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brinkworth	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
Brize Norton	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
Broad Hinton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulkington	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
Burford	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
Charlton	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
Charney Bassett	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
Chippenham	5.6%	56	1.3%	2	0.0%	0	1.8%	2	0.0%	0	0.8%	0	0.6%	1	28.0%	51	0.0%	0
Christian Malford	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
Cirencester	3.4%	34	0.0%	0	1.0%	2	3.1%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	3	29.3%	25
Collingbourne Ducis	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
Corsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Covingham	0.1%	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
Cricklade	0.3%	3	0.0%	0	0.5%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daglingworth	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
Denchworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	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
Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dursley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Eastbury	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
Eynsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Falmouth	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
Glastonbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Gloucester	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
Great Coxwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Shefford	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
Grittleton	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
Hannington	0.1%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Wick	0.6%	6	0.0%	0	2.5%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook	0.3%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kemble	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
Kempsford	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%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Lacock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Lambourn	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
Lambourn Woodlands	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
Langley	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
Lechlade	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Leicester	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
Letcombe Regis	0.1%	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
Liddington	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
Little Bedwyn	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
Lyddington	0.3%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lydiard Tregoze	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
Manchester	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
Marston Meysey	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
Melksham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Middleleaze	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
Minety	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
Moreton-in-Marsh	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
Nailsworth	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
Newbury	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.6%	1	18.9%	11	0.5%	1	0.0%	0	0.0%	0
Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peatmoor	0.2%	2	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Purton	0.7%	7	0.0%	0	1.5%	3	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Purton Stoke	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%	1
Quenington	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%	1
Ramsbury	0.1%	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
Rodbourne	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
Salisbury	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	9	0.0%	0	0.0%	0
Shipton-under-Wychwood	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%	1
Shrivenham	0.5%	5	2.5%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup	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
Sidmouth	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
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	2.5%	2
South Marston	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.2%	2	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southrop	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
Southwood	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
Sparsholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Langford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Stratton St Margaret	0.5%	5	1.6%	2	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Sutton Benger	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Tetbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.9%	1
Toot Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torquay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Trowbridge	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	10	0.0%	0	0.0%	0
Upavon	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
Wanborough	0.3%	3	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Wantage	1.4%	14	0.0%	0	0.0%	0	0.0%	0	12.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Lavington	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
Westbury	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
Weybridge	0.3%	3	1.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	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
Witney	3.5%	35	0.0%	0	0.0%	0	0.0%	0	28.7%	34	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Wolston	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
Woodley	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
Yarnbrook	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
(Can't remember)	2.8%	28	6.9%	10	4.9%	9	0.7%	1	0.6%	1	5.8%	3	2.8%	3	0.8%	1	0.0%	0
(Don't know / varies)	2.6%	26	4.3%	6	3.6%	6	3.9%	5	1.1%	1	3.6%	2	0.0%	0	2.3%	4	1.8%	2
(Don't do this activity)	12.2%	122	11.3%	16	11.4%	20	17.4%	21	9.7%	11	17.0%	10	5.3%	6	11.7%	21	19.3%	17
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	
Q31 Where did you and your family LAST order from / visit a takeaway?																		
Calne	5.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.5%	52	0.0%	0
Caterton	3.6%	36	0.0%	0	0.0%	0	0.0%	0	28.4%	33	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Cavendish Square District Centre	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
Devizes	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	43	0.0%	0	0.0%	0
Faringdon	1.2%	12	0.0%	0	0.0%	0	0.0%	0	10.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Hill District Centre	1.2%	12	1.9%	3	5.0%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth	1.2%	12	0.5%	1	1.0%	2	0.0%	0	7.7%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Hungerford	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	11	0.0%	0	0.0%	0	0.0%	0
London	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
Malmesbury	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	12	0.0%	0
Manchester Road Local Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	2.2%	22	0.0%	0	0.0%	0	0.7%	1	0.0%	0	27.4%	16	4.5%	5	0.0%	0	0.0%	0
Oxford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	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
Rodbourne Road Local Centre	1.1%	11	0.5%	1	5.2%	9	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Old Town	5.2%	52	18.7%	27	7.3%	13	9.1%	11	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Swindon Town Centre	7.4%	74	11.8%	17	26.5%	47	8.3%	10	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Bassett	1.1%	11	0.0%	0	1.0%	2	7.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wroughton	1.5%	15	0.0%	0	0.0%	0	11.4%	14	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	1.1%	11	1.2%	2	4.2%	7	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Swindon	0.4%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet	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
West Swindon Shopping Centre	1.1%	11	0.6%	1	0.0%	0	8.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Meads	1.2%	12	0.6%	1	6.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albourne	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
Bampton	0.1%	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
Burford	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
Cardiff	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
Chesterton	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
Chippenham	5.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	31.6%	58	0.0%	0
Cirencester	3.6%	36	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.1%	34
Corsham	0.1%	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
Covingham	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklade	0.4%	4	0.0%	0	0.4%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	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
Eldene	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
Fairford	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	11
Froxfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Grove	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Wick	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inkpen	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
Lambourn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Lechlade	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4
Ludgershall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Lynchem	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	3.6%	7	0.0%	0
Market Lavington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0
Melksham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1	0.0%	0
Moredon	0.4%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Nythe	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
Peatmoor	0.6%	6	0.0%	0	2.1%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.7%	2	0.0%	0	0.0%	0
Purton	0.7%	7	0.0%	0	0.0%	0	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rodbourne	0.5%	5	2.6%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham	0.2%	2	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Cerney	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
Stratton	0.2%	2	0.6%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratton St Margaret	2.2%	22	13.0%	19	0.5%	1	0.0%	0	0.6%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Swansea	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
Tetbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Toot Hill	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
Trowbridge	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
Upper Stratton	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	1.5%	15	0.0%	0	0.0%	0	0.0%	0	11.8%	14	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Witney	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Can't remember)	1.8%	18	2.4%	3	4.6%	8	0.0%	0	0.0%	0	1.4%	1	2.3%	3	1.3%	2	0.7%	1

Column %ges.

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / varies)	0.8%	8	0.6%	1	2.5%	4	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this activity)	30.5%	305	38.4%	55	26.9%	48	36.9%	44	21.0%	25	36.6%	21	29.7%	35	25.5%	47	36.6%
Weighted base:	1000			143		177		120		118		57		116		183	
Sample:	1000			135		165		110		110		100		110		170	

### Q32 Where did you or your family LAST visit a nightclub?

Bath	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	10.6%	12	4.1%	7	0.0%
Bristol	0.5%	5	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	1.3%	2	0.8%	2	0.0%
Cheltenham	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%
Devizes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%
London	0.3%	3	0.0%	0	0.0%	0	0.9%	1	1.3%	2	0.0%	0	0.0%	0	0.4%	1	0.0%
Marlborough	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%
Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon Old Town	0.7%	7	1.9%	3	0.4%	1	1.8%	2	0.0%	0	1.7%	1	0.6%	1	0.0%	0	0.0%
Swindon Town Centre	3.6%	36	18.4%	26	1.9%	3	0.0%	0	0.0%	0	7.4%	4	1.3%	2	0.4%	1	0.0%
Bournemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%
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%
Coventry	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%
Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%
Salisbury	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%
Stoke-on-Trent	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%
Wantage	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Westbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%
Witney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodchester	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%
(Can't remember)	1.7%	17	0.6%	1	2.1%	4	0.0%	0	5.3%	6	0.6%	0	5.3%	6	0.0%	0	0.0%
(Don't know / varies)	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%
(Don't do this activity)	88.5%	885	79.2%	113	93.6%	165	96.4%	116	88.2%	104	85.7%	49	70.4%	82	92.9%	170	99.3%
Weighted base:	1000			143		177		120		118		57		116		183	
Sample:	1000			135		165		110		110		100		110		170	

### Q33 Where did you or your family LAST go to play bingo?

Coronet Bingo, Didcot	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%
Gala Bingo, Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Gala Bingo, Swindon	5.5%	55	13.0%	19	7.8%	14	2.3%	3	2.4%	3	2.5%	1	3.2%	4	5.3%	10	2.6%
Mecca Bingo, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%
Mecca Bingo, Gloucester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Calne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%
Caterton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Devizes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%
Highworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hungerford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Swindon Town Centre	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%
Wroughton	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%
Internet	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%
Abroad	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%
Challow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fairford	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%
Grafton	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%
Haydon Wick	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%
Hereford	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%
Hilmarton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%
Lambourn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%
Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%
Pewsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%
Potterne	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%
Ramsbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%
Rodbourn	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shrivenham	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%
South Cerney	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%
Stanford-in-the-Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Can't remember)	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	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%
(Don't do this activity)	90.7%	907	85.6%	123	89.5%	158	96.3%	116	92.0%	108	86.5%	49	90.8%	106	91.2%	167	93.5%
Weighted base:	1000			143		177		120		118		57		116		183	
Sample:	1000			135		165		110		110		100		110		170	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q34 Where did you or your family LAST go for tenpin bowling?																		
Bowlplex Bowling, Basingstoke.	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Bowlplex Bowling, Bristol	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	2	0.0%	0
Bowlplex Bowling, Oxford	1.0%	10	0.0%	0	0.0%	0	0.0%	0	8.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christie Miller Sports Centre, Melksham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Hollywood Bowl, Bristol	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
Hollywood Bowl, Cheltenham	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%	1
Mfa Bowl, Newbury	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	1	14.8%	8	0.6%	1	0.0%	0	0.0%	0
Tenpin, Gloucester	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	9
Tenpin, Swindon	23.0%	230	31.1%	44	31.8%	56	21.0%	25	12.3%	14	12.6%	7	22.3%	26	24.8%	45	12.4%	11
Bristol	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.9%	2	0.0%	0
London	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
Oxford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Old Town	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
Swindon Town Centre	0.5%	5	1.3%	2	0.4%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Brize Norton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	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%	1
Guildford	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
Hollywood Bowl, Sheffield Leisure Park, Broughton Lane, Sheffield	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Stevenage Leisure Park, Kings Way, Stevenage	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Lets Go, Braunton Road, Barnstaple	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%	1
Melksham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Newbury	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
Nottingham	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
Stroud	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
(Can't remember)	0.8%	8	0.6%	1	0.4%	1	0.0%	0	1.3%	2	0.7%	0	2.7%	3	0.5%	1	0.7%	1
(Don't know / varies)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	3	0.0%	0
(Don't do this activity)	67.2%	672	66.3%	95	66.6%	118	76.4%	92	59.0%	69	68.9%	39	65.0%	76	67.1%	123	70.8%	61
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		
Q35 Where did you or your family LAST go to a healthclub / gym?																		
24hr Gym, Swindon	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calne Leisure Centre, Calne	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0
Carterton Leisure Centre, Carterton	1.5%	15	0.0%	0	0.0%	0	0.0%	0	12.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Swindon	2.4%	24	2.6%	4	10.5%	19	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delta Tennis Club, 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
Dw Sports Fitness, Swindon	1.7%	17	5.9%	8	3.8%	7	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health Hydro, Swindon	0.1%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiss Gym, Swindon	1.1%	11	1.3%	2	0.0%	0	7.4%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Link Centre, Swindon	1.2%	12	1.0%	1	3.5%	6	3.6%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Fitness Centre, Marlborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Nuffield Health, Swindon	2.1%	21	8.7%	12	1.0%	2	0.7%	1	0.6%	1	8.3%	5	0.0%	0	0.0%	0	0.0%	0
Parkwood Health & Fitness Club, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Pewsey Swimming And Sports Centre, Pewsey	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
Route 2 Fitness, Devizes	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	8.8%	10	0.0%	0	0.0%	0
Simply Gym, Swindon	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
Stratton Community Leisure Centre, Swindon	0.5%	5	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Chippenham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
The Olympiad Leisure Centre, Chippenham	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	22	0.0%	0
Windrush Witney Leisure Centre, Witney	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
Bristol	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
Calne	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Caterton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Cheltenham	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%	1
Devizes	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	17	0.0%	0	0.0%	0
Faringdon	0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0
Malmesbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Oxford	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
Swindon Old Town	0.3%	3	0.6%	1	0.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.6%	16	2.6%	4	4.7%	8	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Bassett	0.7%	7	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Wroughton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Alexandra Park, Wroughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Anytime Fitness, Park Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Blackland Health & Fitness Club, Stockley Lane, Calne	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
Blunsdon	0.3%	3	0.6%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brize Norton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Parcs, Longleat Forest, Warminster	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0
Chippenham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0
Chiseldon	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
Cirencester	0.9%	9	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	8
Corsham	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
Cotswold Leisure Centre, Tetbury Road, Cirencester	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
Cotswold Water Park, Four Pillars Hotel, Spine Road East, South Cerney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Cricklade Leisure Centre, Cricklade	0.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Monks Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Devizes Leisure Centre Southbroom Road, Devizes	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	20	0.0%	0	0.0%	0
Fairford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Faringdon Leisure Centre, Fernham Road, Faringdon	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%	1
Farmer's Sports Centre, The Park, Fairford	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%	1
Fitness First, Chelmsford	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

	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

**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

**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

		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	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	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	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	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	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	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	0.0%	0	0.0%	0	0.0%	0	3.1%	3
OX129		2.2%	22	0.0%	0	0.0%	0	0.0%	0	18.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX181		2.4%	24	0.0%	0	0.0%	0	0.0%	0	20.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX182		1.0%	10	0.0%	0	0.0%	0	0.0%	0	8.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX183		2.5%	25	0.0%	0	0.0%	0	0.0%	0	20.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG170		1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	15	0.0%	0	0.0%	0	0.0%	0
RG177		0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	6	0.0%	0	0.0%	0	0.0%	0
RG178		0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	0.0%	0	0.0%	0	0.0%	0
RG179		0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0
SN1 2		0.8%	8	5.4%	8	0.0%	0	0.0%	0	0.0%	0	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	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	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	0.0%	0	0.0%	0	0.0%	0
SN101		1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	11	0.0%	0	0.0%	0
SN102		2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	22	0.0%	0	0.0%	0
SN103		2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	22	0.0%	0	0.0%	0
SN104		0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0
SN105		2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	21	0.0%	0	0.0%	0
SN110		1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	12	0.0%	0
SN118		2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	21	0.0%	0
SN119		3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	33	0.0%	0
SN140		4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	42	0.0%	0
SN146		0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	9	0.0%	0
SN151		1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	12	0.0%	0
SN152		0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0
SN153		1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	15	0.0%	0
SN154		0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0
SN155		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
SN160		1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	12	0.0%	0
SN169		1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0
SN2 1		1.7%	17	0.0%	0	9.3%	17	0.0%	0	0.0%	0	0.0%	0	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	0.0%	0	7.7%	9	0.0%	0	0.0%	0
SN4 7		0.5%	5	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	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	0.0%	0	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	0.0%	0	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	0.0%	0	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	0.0%	0	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	0.0%	0	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	0.0%	0	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	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
SN6 7		1.1%	11	0.0%	0	0.0%	0	0.0%	0	9.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN6 8		0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN7 7		1.4%	14	0.0%	0	0.0%	0	0.0%	0	11.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN7 8		0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN8 1		0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0
SN8 2		1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	17	0.0%	0	0.0%	0	0.0%	0
SN8 3		1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	10	0.0%	0	0.0%	0	0.0%	0
SN8 4		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

# 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