Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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	Total	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	í	Zone 6		Zone 7		Zone	8
Q01 Which store or shop	do you	NOR	MALLY	buy y	our hou	seho	ld main	food	and gro	cery s	shopping	ı?						
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%	
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%	1
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%	
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%	
Aldi, Latham Road Swindon	2.3%	23	1.6%	2		19	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Asda Superstore, West	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%	
Swindon Shopping Centre, Swindon	21.70	0,	1.570	-	2.070		20.270	.0	0.070		0.070		0.070	Ü	11170	J	110 / 0	
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%	
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%	
Co-operative Food, Brewery Street, Highworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	Ö	0.0%	0	0.0%	0	0.0%	
Co-operative Food, Mill	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%	
Street, Calne Co-operative Food,	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%	
Cavendish Square																		
Swindon																		
Co-operative Food, Cheney	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%	
Manor Road, Swindon	0.20/	_	0.00/		0.00/		0.004		0.004		0.00/		0.007		4.40		0.004	
Co-operative Food, Gloucester Road.	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%	
Malmesbury Co-operative Food, High	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%	
Street Swindon	0.570	3	1.570	_	0.070	U	0.070	U	0.070	1	0.070	U	0.070	U	0.070	U	0.070	
Co-operative Food, High	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%	
Street, Malmesbury	0.170	1	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.470		0.070	
Co-operative Food, High	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%	
Street, Marlborough	0.170	•	0.070	Ů	0.070	Ů	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	·	0.770	
Co-operative Food, High	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%	
Street, Wroughton		_					,.	_	,.			-		_		-		
Co-operative Food, Majors	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%	
Road, Swindon																		
Farmfoods, Cheney Manor	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%	
Road, Swindon																		
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%	
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%	
Iceland, Cricklade Road,	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%	
Swindon																		
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%	
Iceland, Havelock Square,	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%	
Swindon																		
Iceland, High Street,	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%	
Wootton Bassett				_														
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%	
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%	
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%	
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%	
M&S Foodhall Regent Street	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%	
Swindon																		
M&S Foodhall, Orbital	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%	
Retail Park Swindon																		
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%	
M&S Simply Food,	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%	
Mannington Retail Park																		
Swindon																		
Morrisons, Carterton	1.7%	17	0.0%	0		0	0.0%	0	13.9%	16	0.0%	0	0.0%	0	0.0%	0	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%	
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%	
Morrisons, Eldene Drive	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%	
Dorcan Way Swindon																		
Morrisons, Regents Circus	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%	
Swindon																		
Morrisons, Thames Avenue	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%	
Swindon		_	0.0	_		_		_	0.0	_	0.0-	_	0.0-	_	0.00	_	0.0	
Sainsbury's Local, Station	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%	
Hill, Chippenham	0	_	0.00		0.7::		,	_	0.0-:	_	0.00:	_	0.000	_	0.00:	_	0.0::	
Sainsburys, Borough Fields Shopping Centre Wootton	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%	
Bassett																		
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%	
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Weighted:			101	LIN	aman	iei	Liciii	iei	uær	arı	ners					•	January	2016
	Total		Zone 1	l	Zone 2		Zone 3	i	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,	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
Swindon	3.170	٥.	23.270	55	1.570	-	0.770	•	11.570		1.570	•	1.070	_	0.170	-	1.170	•
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
	2.10/	21	0.00/	0	0.00/	0	0.00/	0	15 70/	10	2.00/	2	0.00/	0	0.00/	0	0.0%	0
Sainsbury's, Wantage	2.1%	21 7	0.0%	0	0.0%	0	0.0%	0	15.7%	18 0	3.9%	2	0.0%	0	0.0%	0 7	0.0%	0
Tesco Express, Calne	0.7%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%		3.9%	0		0
Tesco Express, Chesterton	0.4%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0
Lane, Cirencester	0.10/	1	0.00/	0	0.00/	0	0.70/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	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	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
Swindon																		
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	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
Swindon																		
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	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
Swindon	1 40/	1.4	0.00/	0	0.00/	0	0.00/	0	0.00/	0	25.20/	1.4	0.00/	0	0.00/	0	0.0%	0
Tesco, Hungerford	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0		14 8	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%	0	3.4%	4	0.0%	1		0
Waitrose (Little), Chippenham	0.1%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.4%	1	0.0%	U
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,	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
Marlborough	1.1 /0	11	0.570	1	0.070	U	0.070	U	0.070	U	0.270	7	7.7/0	U	0.570	1	0.070	U
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	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
Lane,Swindon	2.070	20	0.470		2.070	5	2.070	_	0.070	U	0.770	U	1.070	1	1.070	_	0.070	Ü
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%		17.9%	21	13.6%		11.0%	13		2	3.4%	3
Aldi, Beanacre Road,	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
Melksham	1.1 /0	11	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	1	3.370	10	0.070	O
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,	0.1%	1	0.0%	Ö	0.0%	Ő	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Newbury	0.170	•	0.070		0.070	Ü	0.070		0.070	Ü	2.170	•	0.070		0.070	Ü	0.070	Ü
Aldi, Shaw Road, Westlea,	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
Swindon Asda, Anton Mill Road,	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 Asda, Bradford Road,	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
Melksham Asda, Brize Norton Road,	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
Carterton	0.070	Ü	0.070	Ü	0.070	Ü	3.370	Ü	0.070	Ü	J., /0	0	0.070	J	3.370	0	3.070	
Asda, By The Sea Road, The Shires Centre, The Shires,	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
Trowbridge Asda, The Shires, By The Sea Road, The Shires	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
Centre, Trowbridge Co-operative Food, High	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
Street, Pewsey Co-operative Food, High	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
Street, Shrivenham 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	0.7%	0	0.0%	0	0.4%	1	0.0%	0
Lidl, London Road,	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
Newbury																		
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
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

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	Total	l	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: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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weighted:			10	1 11	auiai	псі	Licii	HEH	u Œ I	arı	11618					J	anuary 2	2016
	Total	l	Zone 1	1	Zone	2	Zone 3	3	Zone	4	Zone 5		Zone 6		Zone 7		Zone	8
Q02 Is there any other st	ore or s	hop y	ou do yo	our m	ain food	d and	grocery	shop	ping?									
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%	
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%	
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%	(
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%	
						-												
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%	
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%	
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%	
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
Co-operative Food, Gloucester Road,	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%	(
Malmesbury Co-operative Food, Groundwell Road,	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%	(
Swindon Co-operative Food, High	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%	(
Street Swindon 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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
Iceland, Cricklade Road,	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%	
Swindon																		
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%	
Iceland, Havelock Square,	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%	
Swindon Iceland, High Street,	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%	
Wootton Bassett Lidl, Barnfield Road,	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%	
Swindon	0.70/	7	1 10/	2	2 40/	4	0.00/	0	0.00/	0	0.00/	0	0.60/	1	0.00/	0	0.00/	
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%	
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%	
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%	(
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%	(
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%	(
M&S Simply Food, Devizes M&S Simply Food, Dyer Street, Giron coston	0.1% 0.2%	1 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.6% 0.0%	1	0.0% 0.0%	0	0.0% 2.2%	
Street, Cirencester M&S Simply Food, Mannington Retail Park	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%	(
Swindon 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
2	1.1%	11	0.0%	0	0.0%	0	0.0%	0	7.3%	9	0.0%	0	0.0%	0	0.0%	0	2.59	6

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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weighted:			101	Τ.4	atilai		Licin	ıcı	I CK I	ui t	iicis					•	anuary	2010
	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	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%	(
Dorcan Way 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, Regents Circus Swindon	0.470	4	0.0%	1	0.570	1	0.770	1	0.0%	U	1.770	1	0.570	1	0.0%	U	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	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%	
Wroughton Sainsbury's Local, Station	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%	
Hill, Chippenham	0.70/	7	0.00/	0	1.00/	2	2.00/	4	0.00/	0	0.00/	0	0.00/	0	0.00/		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,	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%	
Swindon																		
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	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%	
Lane, Cirencester Tesco Express, Elendume Shopping Centre,	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%	
Wroughton Tesco Express, High Street,	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%	
Cricklade Tesco Express, Liden 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%	
Swindon	0.20/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	1.00/	2	0.00/	
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%	1
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,	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%	
Cirencester Tesco Metro, Park Road,	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%	
Faringdon Tesco Metro, The Parade	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%	
Swindon																		
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%	1
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%	Ö	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,	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%	
Melksham Aldi, London Road,	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%	
Newbury Aldi, Shaw Road, Westlea,	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%	
Swindon Asda, Anton Mill Road,	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%	
Andover Asda, Bradford Road,	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%	
Melksham						0				2								
Asda, Brize Norton Road,	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%	(

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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weighted:			101	1 1 1	auia	шсі	Lich		uæı	arı	iici s						anuary	2010
	Tota	al	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 B&M, County Road Retail	0.1% 0.1%	1 1	0.0% 0.8%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.4% 0.0%	1	0.0% 0.0%	0
Park Ocotal Way Swindon Co-operative Food, High	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
Street, Pewsey																	0.0%	
Lidl, Bath Road, Melksham Lidl, London Road,	0.6% 0.0%	6 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.8%	0	1.4% 0.0%	2	2.6% 0.0%	5	0.0%	0
Newbury Lidl, Pennings Road,	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
Tidworth 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	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
Lane, Newbury Tesco Extra, River Way,	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
Andover Tesco, London Road,	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
Newbury Tesco, Priory Road Industrial Estate, London Road,	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
Tetbury 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,	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
Melksham 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) (Nowhere else)	0.4% 32.4%	4 324	0.5% 26.8%	1 38	0.4% 27.1%	1 48	0.0% 49.1%	0 59	0.0% 39.3%	0 46	1.6% 21.7%	1 12	1.2% 27.6%	1 32	0.0% 35.6%	0 65	0.9% 27.2%	1 23
Weighted base: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100
Sumpro.		1000		133		103		110		110		100		110		170		10

by Zone

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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Weighted:			fo	r N	atha	niel	Lich	fiel	d & I	Part	tners						January	2016
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q03 How do you norm Excluding those who	•		•		ood sho	pping	?											
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
moped																		
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

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Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	'	Zone 8	
	shop	ping at v	which	n store o	r sho	p do you	NOI	RMALLY	visit	for smal	l sca	ale / top-u	p sh	opping	for th	nings like	;
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%	
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%	
1.5%	13	0.0%	U	0.5%	1	8.3%	10	1.5%	2	0.0%	U	0.0%	U	0.0%	U	0.0%	
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%	
0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	
0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	
0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
0.8%	8	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	
0.1 /0	1	0.070	U	0.070	U	0.070	U	0.570	1	0.070	U	0.070	U	0.070	U	0.070	
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%	
0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
0.4%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	
0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
0.3%	3	1.1%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	
0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	
0.2%	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						0				0		0		
0.1%	1	0.0%	U	0.4%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	
	0.4% 0.3% 0.4% 1.1% 0.8% 1.3% 0.1% 0.1% 0.1% 0.1% 0.2% 0.4% 0.4% 0.4% 0.4% 0.2% 0.3% 0.4% 0.4% 0.7%	sin food shop papers? 0.4% 4 0.3% 3 0.4% 4 1.1.% 11 0.8% 8 1.3% 13 2.2% 22 0.1% 1 0.1% 1 0.1% 4 4 0.1% 4 0.1% 1 0.2% 2 0.1% 1 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.2% 2 0.0% 0 0.6% 6 0.4% 4 0.1% 1 0.2% 2 0.5% 5	10.4% 4 0.0% 0.3% 3 0.0% 0.4% 4 2.2% 1.1% 11 0.0% 0.1% 1 0.0% 0.1% 1 0.0% 0.1% 1 0.0% 0.2% 2 1.1% 0.2% 2 1.6% 0.2% 2 1.6% 0.2% 2 0.0% 0.5% 5 0.0% 0.5% 5 0.0%	10.4% 4 0.0% 0 0.3% 3 0.0% 0 0.4% 4 2.2% 3 1.1% 11 6.9% 10 0.8% 8 0.6% 1 1.3% 13 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.3% 3 0.0% 0 0.4% 4 0.0% 0 0.4% 4 0.0% 0 0.4% 4 0.0% 0 0.4% 4 0.0% 0 0.4% 4 0.0% 0 0.4% 4 0.0% 0 0.4% 4 0.0% 0 0.4% 4 0.0% 0 0.4% 4 0.0% 0 0.2% 2 1.1% 2 0.1% 1 0.5% 1 0.4% 4 0.0% 0 0.2% 2 1.6% 2 0.3% 3 1.1% 2 0.7% 7 0.0% 0 0.2% 2 0.0% 0 0.2% 2 0.0% 0 0.2% 2 0.0% 0 0.2% 2 0.0% 0 0.2% 2 0.0% 0 0.2% 2 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 6 0.0% 0 0.4% 4 3.0% 4 0.1% 1 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.4% 4 3.0% 4 0.1% 1 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 5 0.0% 0	10.1 food shopping at which store of lapers? 0.4%	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	10.1	tin food shopping at which store or shop do you NOP appers? 0.4%					1	1	Tark Good Sheepers		1

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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Weighted:			10	r N	athan	nel	Lichi	ielo	a & Pa	art	ners					J	anuary 2	2016
	Total		Zone 1	1	Zone 2	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%	(
Co-operative Food, Windbrook Meadow,	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%	(
Swindon Farmfoods, Cheney Manor	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%	(
Road, Swindon 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%	(
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%	Č
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%	(
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%	
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%	(
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%	
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%	
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%	(
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	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%	•
Swindon	0.00/	0	0.00/	0	0.00/	0	0.00/	0	5 7 0/	7	0.00/	0	0.00/	0	0.00/	0	1.50/	
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%	
Morrisons, Chippenham	0.4%	4 32	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	2.3% 0.0%	4	0.0% 0.0%	(
Morrisons, Devizes	3.2%		0.0%	0	0.0%	0	0.0%			0	0.0%	0	27.2%	32		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%	,
Morrisons, Regents Circus Swindon Morrisons, Thames Avenue	0.5%	5 18	2.3% 0.0%	3	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Swindon M Local, Devizes Road	0.1%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	
Wroughton Sainsbury's Local, Station	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	·
Hill, Chippenham Sainsburys, Borough Fields	0.1%	5	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Shopping Centre Wootton Bassett	0.570	3	0.070	U	0.070	Ü	3.670	3	0.070	U	0.070	U	0.070	Ü	0.070	Ü	0.070	•
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%	
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%	(
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%	(
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%	(
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%	
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%	
Sainsbury's, Wantage Fesco Express Elstree Way,	0.8% 1.1%	8 11	0.0% 0.0%	0	0.0% 6.4%	0 11	0.0% 0.0%	0	6.8% 0.0%	8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	
Swindon																		
Γesco Express, Calne Γesco Express, Calne Road,	0.5% 0.3%	5 3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.6% 1.6%	5 3	0.0% 0.0%	
Chippenham Tesco Express, 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	1.7%	
Lane, Cirencester Fesco Express, Elendume Shopping Centre,	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%	
Wroughton Tesco Express, Foundry	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%	
Lane, Chippenham Fesco Express, High Mead,	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%	
Wootton Bassett Fesco Express, High Street,	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%	
Cricklade 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%	(
Fesco 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%	•
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%	(
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%	(

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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Weighted:			ior	· IN	atnan	ıeı	Lichi	ielo	a & Pa	arı	iners					J	anuary 2	2016
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone	8
Tesco Express, Village	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%	C
Centre Swindon Tesco Extra, Cricklade Road,	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
Cirencester Tesco Extra, Ocotal Way	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
Swindon 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%	C
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,	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%	C
Faringdon 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%	(
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%	C
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	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%	(
Lane,Swindon 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%	(
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%	Ò
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%	(
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%	(
Local shops, Faringdon	0.1% 0.1%	1 1	0.0% 0.0%	0	0.0% 0.5%	0 1	0.0% 0.0%	0	0.5% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	(
Local shops, Highworth Local shops, Hungerford	0.1%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.8%	2	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%	Ċ
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%	(
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%	(
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%	C
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%	(
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%	(
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%	C
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%	(
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%	(
Co-operative Food, High Street,	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
Stanford-in-the-Vale Co-operative Food, Marigold Square, Shilton Park,	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%	C
Carterton Co-operative Food, Oxford	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%	(
Street, Aldbourne 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%	(
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%	(
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%	(
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%	(
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%	
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%	(
Local shops, Cricklade Local shops, Fairford	0.1% 0.3%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.7% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.1%	(
Local shops, Great Bedwyn	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	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%	C
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

Weighted:			101	I. 14	auiai	пеі	Lich	пен	1 & 1	arı	mei s					J	anuary	2016
	Tota	ıl	Zone 1	1	Zone	2	Zone 3	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,	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
Swindon																		
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%	C
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 One Stop, The Circle,	0.1% 0.2%	1 2	0.0% 0.0%	0	0.0% 1.0%	0 2	0.7% 0.0%	1 0	0.0% 0.0%	0								
Pinehurst, Swindon Sainsbury's, Witan Way,	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
Witney Tesco (Esso) Express, A40 East Bound, Eynsham,	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 Tesco Express, Freshbrook	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
Village Centre, Swindon Tesco Express, Hungerdown Lane, Frogwell,	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
Chippenham Tesco Express, Millbrook	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
Square, Grove, Wantage Tesco Express, The Neighbourhood 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
Cogges Hill Road, Witney Tesco Express, Valence	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%	C
Crescent, Edington Square, Witney			0.00/	0	0.00/	0		0			0.00/	0		0		0	0.00/	
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 Tesco, Priory Road Industrial	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%	1
Estate, London Road, Tetbury	0.170	1	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	1.1 /0	1
Tesco, Station Road, Tidworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 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) (Don't do this type of shopping)	3.6% 25.5%	36 255	4.1% 35.5%	6 51	6.6% 22.5%	12 40	4.0% 23.1%	5 28	5.3% 19.1%	6 22	1.7% 20.9%	1 12	1.7% 24.2%	2 28	2.2% 27.1%	4 50	0.0% 28.2%	0 24
		1000		143														

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Weighted.			10	1 1	uuiui		Licii			uit							anuary	2010
	Tota	l	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone 5		Zone 6		Zone	7	Zone	8
Q05 Which town or local	l parade	do yo	ou visit n	nost	frequentl	y to	use loca	ıl sho	ps and :	servic	es?							
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%	(
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%	(
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%	(
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	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%	(
Centre								_										
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%	(
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%	(
Gorse Hill District Centre Highworth Town Centre	0.3% 1.2%	3 12	1.0% 0.5%	1 1	0.8% 1.9%	3	0.0% 0.0%	0	0.0% 6.8%	0 8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	(
Hungerford Town Centre	1.2%	19	0.5%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	19	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%	(
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%	(
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%	(
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%	(
Rodbourne Road Local	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%	(
Centre																		
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%	(
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%	(
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%	(
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%	(
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%	(
Orbital Shopping Park, Swindon	6.1% 0.9%	61	4.6%	7	28.6% 0.8%	50	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
West Swindon Shopping Centre Abbey Meads Village Centre	0.5%	9 5	0.0%	0	2.9%	5	6.6% 0.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Aldbourne Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	(
Amesbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
Cricklade Town Centre Didcot 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%	(
Fairford Town Centre	0.1% 0.8%	1 8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.6% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 9.4%	{
Great Bedwyn Village	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%	(
Centre	0.070	U	0.070	U		U	0.070	U		U		U		U		U	0.070	,
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%	(
Great Somerford Village Centre	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	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	0.5%	1	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%	(
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%	(
Lechlade Town Centre	0.4%		0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%		5.0%	4
Lyneham Village Centre Market Lavington Local Centre	0.1% 0.1%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0	0.4% 0.0%	1	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%	(
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%	(
Newbury Town Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	ő	0.0%	ő	22.1%	13	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%	(
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%	(
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%	(
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%	(
				_	0.00/	0	0.00/		0.00/	_	1 50/	4	0.00/	- 1	0.007	0	0.00/	
Salisbury City Centre Shaw Village Centre	0.2% 0.1%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.7%	0 1	0.0% 0.0%	0	1.5% 0.0%	1	0.6% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	(

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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	Tota	ıl	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%	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%	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%	1
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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	1
(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%	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%	0
Weighted base:		1000		143		177		120		118		57		116		183		86
Sample:		1000		135		165		110		110		100		110		170		100

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q06 Excluding Christma	as shopp	ing, i	n which	town	or loca	tion d	o you b	uy mo	ost of yo	our ho	useholo	d's no	n-food	shopp	oing?			
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	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%	
Centre 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%	2
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	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%	
Centre																		
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%	1
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 Cirencester Town Centre	4.5% 4.5%	45 45	0.0% 1.8%	0	0.4% 1.4%	1	0.9% 7.6%	1 9	0.0% 1.1%	0 1	0.0% 0.0%	0	0.6% 0.0%	1	23.3%	43	0.0% 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	0.1%	0	0.0%	0	0.4%	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 (Don't know / varies)	4.0% 1.9%	40 19	0.0% 3.7%	0 5	0.0% 2.4%	0 4	0.0% 3.0%	0 4	32.7% 0.0%	38 0	0.0% 1.4%	0 1	0.0% 2.7%	0 3	$0.0\% \\ 0.4\%$	0 1	1.7% 0.8%	
Weighted base: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		10

by Zone

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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Weighted:			fo	r N	atha	niel	Lich	fiel	d & 1	Part	tners						January	2016
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q07 How do you norm	ally travel	to do	your n	on-fo	od shop	ping?	•											
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: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q08 Excluding Christma	as shopp	ing, v	vhere do	oes yo	our hous	seholo	d do mo	st of	its shop	ping f	for cloth	nes an	d shoes	s?				
Bath City Centre	8.1%	81	9.0%	13	1.7%	3	3.0%	4	0.0%	0	0.0%		13.8%	16	25.0%	46	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%	
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%	
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	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%	
Centre	2.50/	25	0.00/	0	1.00/	2	2.00/	4	0.60/		0.00/	0	0.00/	0	1.20/	2	21.10/	_
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%	2
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Rodbourne Road Local Centre Wootton Bassett Town	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%	
Centre	0.170	1	0.070	U	0.5%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	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%	
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%	2
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%	_
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%	
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%	
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%	
Orbital Shopping Park, Swindon	9.8%	98	16.8%	24		44	14.7%	18	2.8%	3	0.0%	0	0.6%	1	2.7%	5	5.0%	
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%	
Internet / home delivery	10.0%	100	7.4%	11	8.3%	15	9.6%	11	11.7%	14		10	16.3%	19	8.6%	16	5.9%	
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%	
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%	
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%	
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%	
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	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	20.6%	38	0.0%	
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%	1
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Stow-on-the-Wold Town Centre Stratton St. Margaret Local	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%	
Centre 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%	
Trowbridge Town Centre	0.1%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0	0.0%	
Wantage Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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%	
			0.5%		0.0%				0.0%	0	0.0%						0.0%	
(Don't know / varies) (Don't do this type of shopping)	0.5% 1.2%	5 12	3.3%	1 5	1.2%	2 2	0.7% 0.0%	1	1.5%	2	1.7%	0	0.8% 0.0%	1	0.4% 0.7%	1	1.5%	
Weighted base:		1000		143		177		120		118		57		116		183		8

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Page		Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5		Zone	6	Zone 7	7	Zone	8
Bach Circ Center 6.79, 60 4.2% 6 2.9% 15 12.0% 15 1.0% 0.0 1.1.5% 1 8.8% 10 16.1% 29 0.8% 15 10.00 10.0% 10 0	_			-		and sho	es? [l	MR]											
Histod City Camer Contents Con				-		2.9%	5	12.2%	15	0.0%	0	1.5%	1	8.8%	10	16.1%	29	0.8%	
Cavendini Square District Centre Centre Centre Centre Chelenalm Youn Centre Control Control Centre	•																		
Chelenbani Troon Centre	Cavendish Square District																		(
Devizes Town Centre																	_		
Loadon O.8% 8 0,6% 1 1,0% 2 1,5% 2 0,5% 1 0,8% 0 0,0% 0 0,																			9
Malmeshary Troon Center Less 212 0.5% 1 2.1% 4 2.0% 10.0% 0 0.0% 0																			,
Maribrough Town Centre																			(
Oxford Circy Centree																			
Roshbourne Road Local 0.1% 1 0.0% 0 0.0%	•	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%	
Centre Vestor Basset Town Centre Vestor Basset Town Centre Vestor Basset Town Vestor Bass		1.8%					9												
Wooten Basset Town Q.2% Z Q.0% D Q.8% D Q.9% D Q.9% D Q.9% D Q.0%		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%	(
Semidnon Drown Offs		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%	
Swindon Down Centre 12.9% 127 9.0% 12 13.1% 26 9.0% 11 10.1% 12 22.0% 12 20.1% 23 13.9% 25 6.6% 5.0	Centre																		
Swindon Designer Outlet																			(
Cribbs Causeway, Bristol 2.3% 23 1.6% 2 1.8% 3 1.6% 2 0.0% 0 0.7% 0 1.3% 0 1.3% 25.8 (Greenbridge Retail Park, 3.1% 31 6.8% 9 1.9% 0 1.6% 2 2.6% 3 0.8% 0 8.0% 9 1.4% 3 1.5% 5 8.1% 0 10.0% 0 1.6% 2 0.5% 1 0.0% 0 0																			(
Greenbridge Retail Park,																			
Swindon Manington Retail Park, 0.5% 3 0.5% 1 0.0% 0 1.6% 2 0.5% 1 0.0% 0 0.0%																			:
Swindon Swin		3.170	31	0.070		1.570	3	1.570		2.070	3	0.070	U	0.070		1.470	3	1.570	
Swindon Swess West Swindon Shopping 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%		0.3%	3	0.5%	1	0.0%	0	1.6%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Centre Centre Carry Ca		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
Abingdon 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Abroad 0.0% 0 0.0%		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%	(
Abroad 0.0% 0.0% 0.0% 0.00% 0.00% 0.00% 0.0% 0	Internet / home delivery	6.7%	66	7.6%	11	6.8%	12	13.3%	16		4	3.4%		6.5%	8	3.6%			;
Andover Town Centre 0.5% 5 0.0% 0.0% 0.0% 0.0% 0.0% 0.7.5% 4 0.6% 1 0.0% 0.0% 0.0% 8 1 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	2																		(
Basingsloke Town Centre 0.1% 1 0.0% 0																			
Sieseter Shopping Village 0.2% 2 0.0% 0																			
Sirmingham 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 0.0% 0 0.0% 10 0																			
Bridge Mead Retail Park, Swindom Centre O.1% I 0.0% O 0.4% I 0.0% O 0.0%																			
Barford Town Centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.5% 1 0.0% 0 0.0	Bridge Mead Retail Park,																		
Chippenham Town Centre	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%	(
Cirencester Town Centre Circhalder Town Centre O.1% 1 0.5% 1 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%	
Cricklade Town Centre	**																		
Dictor Town Centre 0.1%							-												1
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% 1 0.																			
Frome Town Centre																			(
Gloucester City Centre	Ç																		Ì
Great Western Way, Swindon Lecicester City Centre																			
Leicester City Centre 0.1% 1 0.0% 0 0	•		2		1	0.5%	1	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	
Manchester Čity Centre 0.0% 0																			
Melksham Town Centre																			
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% Newbury Town Centre 1.8% 18 0.7% 1 0.0% 0 0.0% 0 0.0% 0 2.7% 3 23.3% 13 0.5% 1 0.0% 0 0.0%																			
Newbury Town Centre																			
Oakham Town Centre 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 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 0.0% 0 0.6% 1 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% 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 0.0% 0 0.4% 1 0.0% Southampton City Centre 0.1% 1 0.0% 0 0.0% 0 0.9% 1 0.0% 0 0.0%																			
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Stroud Town Centre 0.1% 1 0.0% 0 0.0% <	Stratton St. Margaret Local	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%	(
Trowbridge Town Centre 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.3% 5 1.0% 2 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 0.0% Winchester City Centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 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% (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% (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% Weighted base: 983 138 173 119 116 56 116 181		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%	
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% 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 0.4% 0 0.0%																			
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· ·	` ´	J1.J70		T1.J/0		20.570		30.770		50.070		27.1/0		27.070		20.070		72.070	
Nample: 977 179 160 100 107 09 100 177	Weighted base: Sample:		983 977		138		173		119 109		116 107		56 98		116		181		84 98

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Schulding Christmess shopping, where loves your house like shop will be like in the like i																			
Brissol Gry Centree		s shopp	oing, v	vhere do	oes y	our hous	sehol	d do mo	st of	its shop	ping	for dom	estic	electric	appli	ances (e.g. fr	idges aı	nd
Brissol Gry Centree	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
Cariero Town Centre	•																		
Chelenkam Trown Centers	5																1		
Devices Trown Centre	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
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Hamperfort Town Centure															5				
London Malmeshury Town Center Mary Mary Malmeshury Mary Mary Mary Mary Mary Mary Mary Ma																			
Malmechsury Town Centre							0		0						0		1	0.0%	
Manchester Road Local 10, 50 10 10,																			
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Oxford Criy Centre																			
Oxford Criy 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
Reading Town Centre 0.1% 1 0.0% 0	_		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
Noting Basest Town 0.3% 3 0.0% 0 1.9% 3 0.0% 0 0.0%			1			0.0%	0		0				0		0		0	0.0%	
Swindon Town Centre	Wootton Bassett Town	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 Designer Outlet 0.3% 3 0.0% 0 0.8% 1 0.8% 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
Cribbs Causeway, Bristol 1.3% 3 0.0% 0 0.9% 0 0.9% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 3 0.2% 8 5.5% 5.5% 10 17.0% 15	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
Cribbs Causeway, Bristol 1.3% 3 0.0% 0 0.9% 0 0.9% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 3 0.2% 8 5.2% Storenbridge Retail Park, Suindon Storenbridge Retail Park, Swindon Storenbridge Retail	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
Secondary Control Co			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
Swindow Christal Shopping Park 1.9% 1.9% 2.1% 3.5% 5.0% 2.3% 3.0% 4.0% 0.0% 0.0.8% 0.0.8% 0.0.0% 0.0.9% 0.0.9% 0.0.0% 0.	Greenbridge Retail Park,		255	46.8%	67	51.7%	91	27.0%	32	17.1%	20	21.1%	12	7.0%	8	5.2%	10	17.0%	
Saint Margarets Retail Park 0.29		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
Swindon Swindon Shopping Swindon Swindo		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
Centre Intermet / 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	_	0.2%	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
Abingdon Town Centre	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
Andover Town Centre																			
Bridge Mead Retail Park Swindon	Abingdon Town Centre	0.4%		0.0%	0	0.0%		0.0%	0	3.0%	4			0.0%	0	0.0%	0	0.0%	0
Swindon Chippenham Town Centre C.7% C.7% C.0% C.0% C.0.%	Andover Town Centre	0.2%	2						0						1				
Cirencester Town Centre 0.3% 27 0.5% 1 0.4% 1 2.4% 3 0.0% 0 0.0%	Swindon																		
Covingham Village Centre																			
Great Western Way, Swindon Centre Melksham Town Centre 0.2% 2 0.0% 0 0																			
Swindon High Wycombe Town O.6% 6 O.0% 0 O.0% 0 O.0% 0 O.0% 0 O.0% O O																			
Centre Melksham Town Centre 0.2% 2 0.0% 0	Swindon																		
Newbury Town Centre	Centre																		
Octocol Way, Swindon O.1%					0														
Oxford Road, Swindon					1		-		-						-		-		-
Pewsey Village Centre 0.3% 3 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 <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>																			
Salisbury City Centre 0.0% 0 0																			
Southampton City Centre 0.1% 1 0.6% 1 0.0% 0 0.0%																			
Stratton St. Margaret Local Centre Stroud Town Centre O.1%																			
Centre Stroud Town Centre 0.1% 1 0.0% 0 0.0%	1 2																		
Trowbridge Town Centre	Centre																		
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																			
Warminster Town Centre 0.1% 1 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 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 shopping) Weighted base: 1000 143 177 120 118 57 116 183 86																			
(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 57.2% 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 shopping) Weighted base: 1000 143 177 120 118 57 116 183 86																			
(Don't do this type of shopping) Weighted base: 7.2% 72 4.7% 7 1.8% 7 1.8% 3 12.9% 16 10.8% 13 14.1% 8 6.8% 8 7.9% 15 3.7% 3 86																			
shopping) Weighted base: 1000 143 177 120 118 57 116 183 86																			
		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
	<u> </u>																		

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q11 Where else does your household buy domestic electric appliances (e.g. fridges and kitchen items)? [MR] Those who mentioned a specific destination at Q10 0 Bath City Centre 0.2% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.5% 0.9% 0.0% 0 Bristol City Centre 0.7% 0.7% 0.0% 0 0.0% 0.0% 0 0.0% 0 2.0% 3 0.0% 6 1.1% 0 0 Calne Town Centre 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0.0% 0 1 1 0.6% 0.0% 0.0% 0.0% 0.0% 0 Cheltenham Town Centre 5 0 0.0% 0 0 0.0% 0 0 0.0% 0 6.1% 5 Devizes Town Centre 0.1% 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% Hungerford Town Centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0 0.0% 0 0.0% 0 Malmesbury Town Centre 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 0 1 1 Oxford City Centre 0.2% 2 0.0% 0 0.0% 0 0.0% 0 2 2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Reading Town Centre 0.2% 0.0% 0.0% 0.0% 0.0% 0 3.7% 0.0% 0.0% 0.0% 0 0 2 Wootton Bassett Town 0.2% 2 0.0% 0 0.0% 0.0% 0 0.0% 0.6% 0.0% 0 0.8% 0.0% 0 0 0 1 1 Centre Swindon Old Town 0.1% 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 10 3 Swindon Town Centre 4.1% 38 7.8% 2.7% 5 2.6% 3 1.8% 2 5.5% 8.4% 9 2.9% 5 2.6% 2 Swindon Designer Outlet 0.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 2 0.9% 0.0% 0 3 1 9 0 Cribbs Causeway, Bristol 1.0% 0.0% 0 0.0% 0 1.8% 2 0.0% 0 0.0% 0 0.0% 3.0% 5 2.6% 2 Greenbridge Retail Park, 10.8% 98 17.0% 21 14.2% 24 24.7% 25 6.8% 7 3.5% 2 6.1% 3.4% 6 7.6% 6 Swindon Mannington Retail Park, 2.1% 19 2.9% 4 3.4% 6 2.8% 3 0.7% 1 0.7% 0 0.0% 0 0.9% 2 5.2% 4 Swindon 4.2% 5.0% 0.0% 0.0% 3 2 Orbital Shopping Park, 2.3% 21 2.7% 3 7 5 0.7% 0 1.5% 2.5% Swindon 0.0% 0.0% 0 West Swindon Shopping 0.0% 0 0.4% 3.3% 3 0.0% 0 0 0.0% 0.6% 5 1 1.1% 1 0 Centre Internet / home delivery 6.8% 62 9.9% 12 8.7% 15 2.6% 3 12.0% 12 5.5% 3 3.9% 4 5.0% 8 4.9% 4 0.0% 0 0.0% 0 0.0% 0.0% Abingdon Town Centre 0.1% 0.0% 0 0.0% 0.0% 0 0.9% 0 0 1 0 1 Andover Town Centre 0.5% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 8.0% 4 0.7% 1 0.0% 0 0.0% 0 Bournemouth Town Centre 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0.0% 0 0.0% 0 2.7% 24 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 2.2% 2 13.2% 22 0.0% 0 Chippenham Town Centre 0 0 0.0% 11.7% Cirencester Town Centre 1.3% 12 0.0% 0 0.0% 0 1.8% 2 0.0% 0 0.0% 0 0.0% 0 0 10 Great Western Way, 0.1% 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Swindon 0.0% 0 0.0% 0.0% 0 0.7% 0.0% 0.0% 0.0% 0.0% 0 High Wycombe Town 0.1% 1 0 0 0 0 1 Centre Melksham 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 Newbury Town Centre 0.9% 0.0% 0 0.0% 0 0.0% 0 0.7% 16.2% 8 0.0% 0 0.0% 0 0.0% 0 8 1 Pewsey Village Centre 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 1.2% 0.0% 0.0% 1 0 0 1 0 0 Salisbury City Centre 0.8% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0 6.4% 7 0.0% 0 0.0% 0 Southampton City Centre 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0.0% 0 0.0% 0 Trowbridge Town Centre 0.7% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 6 0 0 6.1% 0 0 6 Wantage Town 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% 0 Witney Town Centre 0.9% 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 (Don't know / varies) 1.7% 15 0.0% 0 2.3% 2.1% 2 1.5% 2 1.0% 0 0.5% 3.1% 1.6% 5 60.4% 64.7% 53.4% 53.9% (Nowhere else) 61.3% 556 76 111 55 62.0% 64 26 60.9% 65 64.9% 108 62.0% 51 Weighted base: 906 125 171 103 103 48 107 83 167

157

92

98

910

120

88

104

156

95

Sample:

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Weighted: for Nathaniel Lichfield & Partners January 20

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q12 Excluding Christma		oing, v	vhere do	oes yo	our hous	sehol	d do mo	st of	its shop	ping	for othe	r kind	ls of ele	ctrica	ıl goods	such	as TV /	i
Bath City Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.8%	2	0.0%	0
Bristol City Centre	0.4%	4	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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	0.8%	1	0.0%	0
Carterton 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
Cheltenham Town Centre	0.7%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.7%	5
Devizes Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.5%	1	0.0%	0
Manchester Road Local Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	0.0%	ő
Marlborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0
Oxford City Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	11.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Old Town	0.5%	5	0.0%	0	1.8%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	6.0%	60	12.9%	18	7.3%	13	9.6%	12	1.6%	2	3.0%	2	1.0%	1	6.0%	11	1.4%	1
Cribbs Causeway, Bristol	2.2%	22	0.0%	0	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	8	11.7%	10
Greenbridge Retail Park, Swindon	26.2%	262	53.0%	76		88	26.2%	32	22.8%	27	16.5%	9	9.0%	11	2.2%	4	19.2%	16
Mannington Retail Park, Swindon	4.6%	46	4.4%	6	7.6%	13	7.7%	9	6.9%	8	0.0%	0	3.6%	4	1.6%	3	1.7%	1
Orbital Shopping Park, Swindon	1.5%	15	1.3%	2	5.0%	9	1.4%	2	0.0%	0	0.8%	0	0.0%	0	0.9%	2	0.8%	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	0.0%	0	1.7%	3	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1
Internet / home delivery	25.5%	255	16.5%	24	17.1%	30	27.6%	33	24.6%	29	24.2%	14	48.2%	56	22.8%	42	32.2%	28
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	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.6%	1	0.0%	0	0.0%	0
Chippenham Town Centre	10.3%	103	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	5.9%	7	51.7%	95	0.0%	0
Cirencester Town Centre	2.1%	21	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	17
Exeter 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
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	0.5%	1	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
Milton Keynes Town 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%	0
Newbury Town Centre	2.6%	26	0.0%	0	0.0%	0	0.0%	0	6.3%	7	32.4%	18	0.5%	1	0.0%	0	0.0%	0
•		5	0.6%	1	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1
Octocol Way, Swindon	0.5% 0.3%	3	0.0%	0	0.8%	0	0.0%	0	0.5%	0	1.7%	1	2.2%	3	0.0%	0	0.0%	0
Pewsey Village Centre						0											0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	-	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	,	
Trowbridge Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	14	0.0%	0	0.0%	0
Wantage Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	11.9%	14	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Don't know / varies) (Don't do this type of shopping)	1.1% 6.8%	11 68	2.1% 8.8%	3 13	2.3% 4.4%	4 8	0.0% 15.2%	0 18	0.6% 5.7%	1 7	0.0% 7.4%	0 4	1.8% 5.7%	2 7	0.8% 4.8%	2 9	0.0% 3.4%	0
11 6		1000		1.42		177		120		110		-7		110		102		07
Weighted base: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100

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Cheltenfam Town Centre	Weighted:			fo	r N	athai	niel	Lichi	fiel	d & I	Part	tners					J	lanuary	2016
Bath City Centre		Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
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 0.0% 0 0.0% 0 0.33% 3 0.0% 0						nds of el	ectric	cal goods	s suc	h as TV	/ Hi-F	Fi and co	mpu	ters? [N	IR]				
Devizes Town Centre	Bath City Centre	0.3%		0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.5%	1	0.0%	0
Hungerford Town Centre	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
London	Devizes Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	-	0.0%	0	0.0%	0	2.4%		0.0%	0	0.0%	0
Malmesbury Town Centre Oxford City Centre 1.4% 13 0.0% 0 1.1% 2 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
Oxford City Centre Reading Town Centre 0.1% 1 0.0% 0 1.1% 1 0.0% 0 0.0% 0 10.2% 11 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
Reading Town Centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 1 0.8% 0 0.0		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
Rodbourne Road Local 0.1% 1 0.9% 1 0.0% 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
Centre Wootton Bassett Town	Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%		0.5%	1	0.8%	0	0.0%		0.0%	0	0.0%	0
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
Swindon 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
Cribbs Causeway, Bristol 0.7% 7 0.0% 0 0.0% 1 0.0% 1 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.7% 5 1.4% 1 Greenbridge Retail Park, 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 8.9% 10 8.8% 7 8.9% 10 8.8% 7 8.9% 10 8.8% 7 8.9% 10 8.8% 7 8.9% 10 8.8% 7 8.9% 10 8.8% 7 8.9% 10 8.8% 7 8.9% 10 8.8% 7 8.9% 10 8.8% 7 8.9% 10 8.8% 7 8.9% 10 8.8% 10 8.8% 7 8.9% 10 8.8% 10 8.9% 10 8.8% 10 8.8% 10 8.8% 10 8.8% 10 8.8% 10 8.9% 10 8.8% 10 8.8% 10 8.8% 10 8.8% 10 8.9% 10 8.8% 10 8.8% 10 8.8% 10 8.8% 10 8.9% 10 8.8% 10 8.9% 10 8.8% 10 8.9% 10 8.8% 10 8.9% 10 8.8% 10 8.8% 10 8.9% 10 8.8% 10 8.9% 10 8.9% 10 8.9% 10 8.9% 1	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
Greenbridge Retail Park, Swindon Mannington Retail Park, Suindon Orbital Shopping Park, Swindon West Swindon West Swindon Orbital Shopping Park, Swindon West Swindon Orbital Shopping Park, Swindon West Swindon West Swindon Orbital Shopping Park, Swindon West Swindon West Swindon West Swindon Orbital Shopping Park, Swindon West Swindon West Swindon West Swindon West Swindon West Swindon Orbital Shopping Park, Swindon West Swindon West Swindon West Swindon West Swindon West Swindon West Swindon News I 0.5% I 0.0% I	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
Greenbridge Retail Park, Swindon Mannington Retail Park, 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 Swindon Orbital Shopping Park, 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 Swindon West Swindon Shopping 0.5% 5 0.7% 1 0.5% 1 0.8% 1 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 2 0.0% 0 0	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
Swindon Orbital Shopping Park, 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 Swindon Shopping 0.5% 5 0.7% 1 0.5% 1 0.8% 1 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.9% 2 0.0% 0	Greenbridge Retail Park,	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
Orbital Shopping Park, Swindon West Swindon Shopping Centre Internet / home delivery Internet		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
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 Centre 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% <	Orbital Shopping Park,	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
Internet / home delivery	West Swindon Shopping	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
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	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
Cirencester Town Centre	•			0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0		14	8.6%		0.0%	0
High Wycombe Town Centre Newbury Town Centre 0.8% 7 0.0% 0 0.0%	1.1			0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0		0			4.8%	4
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%	High Wycombe Town		1	0.0%	0	0.0%	0		0	0.5%	1	0.0%	0	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.		0.8%	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
Pewsey Village Centre 0.1% 1 0.0% 0 0.0%	2																		
Southampton City Centre 0.1% 1 0.0% 0 0.0%																			0
Trowbridge Town Centre 0.2% 2 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
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 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																	-		0
(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	•						-						-		-		-		
Weighted base: 921 127 165 102 110 53 108 173 83	,										_								
	,	37.370		32.070		30.570		20.270		2 1. 170				27.170		5 1.070		51.270	
Sample: 895 116 151 91 98 91 97 155 96																			
	Sample:		895		116		151		91		98		91		97		155		96

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	Total	l	Zone 1	1	Zone 2		Zone 3		Zone 4		Zone 5	í	Zone	6	Zone	7	Zone	8
Q14 Excluding Christma	s shopp	ing, v	vhere do	es yo	our house	ehol	d do mos	t of i	ts shopp	ing f	or furnit	ure,	soft furr	nishin	gs and	floor-	coverin	ıgs?
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%	
Bristol City Centre	3.1%	31	3.7%	5	0.4%	2	0.9%	1	0.0%	0	0.8%	0	13.0%	15	3.9%	7	0.8%	
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%	
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%	
Cheltenham Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.9%	
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%	
aringdon 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%	
Forse 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%	
Iungerford 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%	
ondon	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%	
Ialmesbury 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%	
Iarlborough 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%	
xford 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%	
eading 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%	
odbourne Road Local	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%	
Centre	0.170	•	0.070	•	0.070	•	0.070	Ü	0.070	Ů	0.070		0.070	Ü	0.070	Ü	0.070	
Vootton Bassett Town	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%	
Centre	0.70/	7	0.60/		1 40/	2	1 40/	_	0.50/	1	0.70/	0	0.00/	0	0.40/		0.70/	
windon 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%	
windon 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%	
windon 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%	
ribbs 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%	
reenbridge 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%	
Iannington 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%	
rbital Shopping Park,	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%	
Swindon aint Margarets Retail Park,	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%	
Swindon Vest Swindon Shopping	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%	
Centre ternet / 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%	2
bingdon 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%	
ndover 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%	
asingstoke Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	
ridge 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%	
	0.70/	7	0.00/	0	2 40/	_	0.70/	1	0.00/	0	0.00/	0	0.50/	1	0.00/	0	0.00/	
heney 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%	
hippenham 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%	
irencester 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%	
ricklade 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%	
leming 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%	
reat Western Way,	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%	
Swindon athaway Retail Park,	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%	
Foundry Lane, Chippenham																		
idiard 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%	
ongwell Green Local	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%	
Centre yneham 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%	
Ielksham 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%	
Iilton 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%	
ewbury 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%	
eatmoor 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%	
alisbury 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%	
outhampton 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%	
tanford-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%	
ratton 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%	
rowbridge 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%	
Vallingford 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%	
annigiou Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
itney Town Centre		18		0		0	0.0%	0	14.1%	17	0.0%	0		0	0.0%	0	2.2%	
	1.8%		0.0%		0.0%								0.0%					
ootton 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%	
Oon't know / varies) Oon't do this type of	7.5% 19.4%	75 194	15.4% 24.7%	22 35	12.1% 12.1%	21 21	2.2% 32.0%	3 38	4.5% 19.2%	5 23	2.2% 20.8%	1	4.2% 16.7%	5 19	8.8% 18.4%	16 34	1.4% 13.2%	

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Weighted base: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		10
Q15 Excluding Christma Those who mentioned a					es your	hous	ehold b	uy fur	niture,	soft fu	ırnishin	gs an	d floor-	cover	ings? [l	MR]		
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Reading Town Centre Swindon Old Town	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%	
Swindon Old Town Swindon Town Centre	1.2%	9 31	9.7% 5.2%	8	0.0% 6.9%	0 9	0.0% 3.9%	0	0.0% 1.9%	0 2	0.8% 3.8%	0 2	0.0% 2.9%	0	0.0% 4.1%	6	0.0% 3.3%	
Swindon Designer Outlet	4.2% 0.3%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	1	0.6%	1	0.9%	
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%	
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%	
Aannington 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%	
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%	
aint 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%	
Vest Swindon Shopping Centre ternet / home delivery	0.5% 7.0%	51	0.8% 4.4%	1	0.6% 8.5%	1	1.0% 3.6%	3	0.0%	0 15	2.2%	1	0.0% 6.9%	6	0.6% 4.9%	1 7	0.0% 6.0%	
bingdon 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%	
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%	
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%	
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%	
ridge 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%	
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%	
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%	
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%	
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%	
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%	
Sloucester City Centre	0.5%	4	3.2% 2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	
Great Western Way, Swindon	0.3%	_		_	0.0%	Ü	0.0%	0	0.0%		0.0%	Ü	0.0%	0	0.0%		0.0%	
lathaway 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%	
ligh 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%	
eeds 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%	
Ielksham 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%	
lewbury 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%	
Iorthampton 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%	
alisbury City Centre tratton St. Margaret Local	0.5% 0.5%	3	0.0% 0.0%	0	0.0% 2.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.0% 0.0%	0	3.2% 0.7%	3 1	0.0% 0.0%	0	0.0% 0.0%	
Centre rowbridge 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%	
Vantage Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Vitney Town Centre	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%	
Vootton 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%	
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%	
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%	
Weighted base:		731		86		134		79		90		44		92		133		
Sample:		716		83		121		67		78		79		82		123		

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Q16 Excluding Christmas Calne Town Centre Carterton Town Centre	shoppi 0.1% 0.4%	ing, w	here do															
				es yo	our hous	ehol	d do mo	st of i	ts shop	ping f	or DIY /	hard	vare and	l gar	den iten	ns?		
		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
Curterton Town Centre	0.770	4	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1
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%	1
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%	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
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%	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%	Ö	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%	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%	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%	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%	0
Rodbourne Road Local	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
Centre Wootton Bassett Town	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%	0
Centre	0.50/	_	0.00/		0.50/		2.10/		0.60/		0.00/	0	0.00/	0	0.00/	0	0.00/	
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%	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%	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%	0
Greenbridge Retail Park, Swindon Mannington Retail Park,	7.3% 2.7%	73 27	28.5%	41	3.7% 4.8%	6 8	3.0% 9.3%	4 11	9.0%	11	7.8% 0.0%	4	1.6% 3.4%	2	0.0%	0	5.8% 0.9%	5 1
Swindon Orbital Shopping Park,	8.6%	86	6.9%		34.2%	60	8.7%	10	1.8%	2	0.0%	0	0.6%	1	0.4%	1	1.6%	1
Swindon Saint Margarets Retail Park,	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%	0
Swindon West Swindon Shopping	2.1%	21	0.6%	1	1.3%		12.9%	15	1.1%	1	1.4%	1	0.0%	0	0.4%	1	0.0%	0
Centre 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%	0
Abingdon Town Centre	0.9%	9	0.0%	0	0.4%	0	0.0%	0	7.9%	9	0.0%	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%	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%	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%	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%	0
Broad Blunsdon Village	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
Centre 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%	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%	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%	53
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%	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%	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%	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%	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%	1
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%	8
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
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%	0
Hathaway Retail Park, Foundry Lane,	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%	0
Chippenham 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%	0
Lacock Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Lambourn Village Centre	0.5%	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
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%	2
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%	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
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%	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%	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
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%	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	0.4%	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
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%	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%	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%	2
Woodborough Village	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
Centre (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%	1

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weighted:			10				Lich										anuary	
	Tota	ıl	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%	;
Weighted base: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		80 100
Q17 Excluding Christma		oing, v		se do	es your		ehold b		/ / hard		and gard		ems? [N					
Those who mentioned o	a specific	destina	ition at Q	916														
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%	(
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%	(
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%	
Devizes Town Centre Gorse Hill District Centre	1.7% 0.2%	14 1	0.0% 1.3%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	10.0% 0.0%	10 0	2.5% 0.0%	4	0.0% 0.0%	
Hungerford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	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%	
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%	
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%	
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%	
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%	U	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%	
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%	
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%	
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%	
Greenbridge Retail Park,	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%	
Swindon Mannington Retail Park,	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%	
Swindon Orbital Shopping Park,	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%	
Swindon Saint Margarets Retail Park,	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%	
Swindon West Swindon Shopping	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%	(
Centre 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%	
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%	
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%	
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%	
Bourton-on-the-Water	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%	'
Village Centre 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%	
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%	
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%	1
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%	
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%	
Gloucester City Centre	0.2%	2	0.0%	0 15	0.0%	0 13	0.0%	0 2	0.0%	0	0.0%	0	0.0%	0 4	0.0%	0	2.0%	
Great Western Way, Swindon	6.1%	51	13.6%	13	8.6%	13	2.6%	2	10.6%	11	1.8%	1	3.5%	4	2.1%	3	3.2%	
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%	
Hathaway Retail Park, Foundry Lane,	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%	(
Chippenham Kingadown Local Contro	0.10/	1	0.00/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	
Kingsdown Local Centre Lacock Village Centre	0.1% 0.5%	1 4	0.8% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.5%	0 4	0.0% 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%	
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%	
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%	
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%	
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%	
Salisbury City Centre Stratton St. Margaret Local	0.1% 1.0%	1 8	0.0% 3.6%	0 4	0.0% 0.7%	0	0.0% 0.9%	0	0.0% 0.5%	0 1	0.9% 0.0%	0	0.7% 2.1%	1 2	0.0% 0.0%	0	0.0% 0.0%	
Centre 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%	
Wantage Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	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%	
(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%	
(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%	4
Weighted base:		837		107		150		93		107		45		102		156		7
Weighted base.		057		99		100		,,		94		43		102		150		88

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Ball City Crouse	Weighted.	Tota	l	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone 5	;	Zone 6	;	Zone		Zone	
Bach Cip Center																			
Cather Town Center	Q18 Excluding Christma	s shopp	ing, v	vhere do	oes yo	our hous	ehol	d do mos	st of i	ts shop	ping f	or healtl	n, bea	auty and	chei	mist itei	ns?		
Carretron From Centure Carretron From Centure Carretron	•																		
Cavernish Square Darriet 0.4% 4 2.5% 4 0.0% 0 0.0%																			
Chelenband Troon Centre	Cavendish Square District																		
Faringshorn Town Centre	Cheltenham Town Centre																		
High/Word Town Centre High/Word Town Centre High/Word Town Centre High/Word Town Centre High/Word Centre Law High/Word Centre High/Word Centre High/Word Centre Law High/Word Centre High/Word Centre Law High/Word Centre																			
Hungerfort Town Centre	C																		
Malmesbury Trown Center 9,96 9 0.0% 0 0.0%																			
Oxford City Centre 0.15% 1 0.09% 0 0.			19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	19	0.0%	
Reading From Centre	_																		
Reshbourne Road Local																	-		
Centre C	_																		
Centre C	Centre																		
Swindon Color Co				0.0,0			_	,		,				0.070				,.	
Swindon Town Centre Outel	2																		
Swindon Designer Outlet 0 2.9% 2 0.6% 1 0.0% 0 0.9% 1 0.0% 0 0.0%																			
Greenbridge Retail Park,																			
Swindon Mannington Retail Park. 0.1% 1 0.0% 0 0.4% 1 0.0% 0 0	U																		
Orbital Shopping Park, 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 0.0% Swindom Shopping 1.0% 10 0.0% 0 0.0% 2 5.0% 6 1.3% 2 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% Centre Internet/home delivery 4.3% 43 1.1% 2 2 4.7% 8 8 4.4% 5 5.6% 6 0 0.0% 0	Swindon																		
West Swindons Nopping 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% Internet home delivery 4.3% 4.3 1.1% 2 4.7% 8 4.4% 5 5.6% 7 3.1% 2 7.0% 8 6.0% 11 0.8% Abhiey Adeads (Village Centre 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Abhiey Adeads (Village Centre 0.1% 1 0.0% 0 0.0%	Orbital Shopping Park,	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%	
Internet / home delivery	West Swindon Shopping	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%	
Abbey Meads Village Centre 0.3% 3 0.0% 0 1.8% 3 0.0% 0 0.0		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%	
Andover Town Centre 0.1% 1 0.0% 0 0.0																			
Bampton Town Centre	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%	
Chichester City Centre																			
Chippenham Town Centre																			
Chiseldon Village Centre 0.196 1																			
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% 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 0.0% 0 0.0% 1 1.8% 3 70.7% 6 Covingham Twillage Centre 0.2% 2 1.5% 2 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0%			67	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	3	70.7%	(
Cricklade Town Centre																			
Fairford Town Centre																			
Great Western Way,																			1
Swindon Grove Village Centre 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 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 0.0% 0 0.0% Kintbury Village Centre 0.0% 0 0.	Swindon																		
Kintbury Village Centre	\mathcal{E}																		
Lechlade Town Centre 0.3% 3 0.0% 0 0.																			
Market Lavington Local 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1.1% 1 0.0% 0 0.0% Centre Melksham Town Centre 0.2% 2 0.0% 0 0.0																			
Centre Melksham Town Centre 0.2% 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 0.0% 0 0.0% Newbury Town Centre 1.0% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 16.9% 10 0.0% 0	Centre																		
Newbury Town Centre 1.0% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 16.9% 10 0.0% 0																			
Oxford Road, Swindon 0.6% 6 3.9% 6 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 0.0% 0 0.0% Pewsey Village Centre 0.5% 5 0.0% 0	Octocol Way, Swindon	1.0%	10	4.2%	6	2.0%	4	0.0%	0		0	0.8%	0	0.0%	0	0.0%	0		
Pewsey Village Centre 0.5% 5 0.0% 0 0																			
Purton Village Centre																			
Ramsbury Village Centre 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% 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% Shrivenham Village Centre 0.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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 0.0% 0 0.0% Stratton St. Margaret Local 0.8% 8 5.3% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Centre 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 0.0% 0 0.0% Set Stratton Town Centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Stratton Town Centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Stratton Town Centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Stratton Town Centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Stratton Town Centre 0.1% 1 0.0% 0 0.0%																			
Shrivenham Village Centre 0.3% 3 0.0% 0 0.0%	Salisbury City Centre		7		0	0.0%			0	0.0%	0	1.5%				0.0%	0	0.0%	
South Cerney Village Centre 0.2% 2 0.0% 0 0.																			
Stratton St. Margaret Local 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 0.0% Centre Faw Hill Village Centre 0.1% 1 0.0% 0 0.4% 1 0.0% 0																			
Centre Taw Hill Village Centre 0.1% 1 0.0% 0 0.4% 1 0.0% 0 0.0%																			
Fetbury Town Centre 0.1% 1 0.0% 0 0.0% <td< td=""><td>Centre</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>	Centre																		
Fidworth 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%																			
	Tidworth Town Centre	0.1%	1						0			1.5%	1		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%																			
	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%	

by Zone

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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Weighted:			fo	r N	atha	niel	Lich	fiel	d & 1	Part	ners					J	January	2016
	Tota	l	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

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Zone 1 Zone 2 Zone 3 Zone 4 Total Zone 5 Zone 6 Zone 7 Zone 8 Q19 Excluding Christmas shopping, where else does your household buy health, beauty and chemist items? [MR] Those who mentioned a specific destination at Q18 0 Bath City Centre 1.2% 0.0%0.0% 0 0.8% 0.0% 0.0% 1.7% 2 4.8% 0.0% 0 0.2% 0 0.0% 0.0% 0 0 0.0% 0 1.3% 2 Bristol City Centre 0.0% 0 0.0% 0 0.0% 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% 0.0% 0 9 0.0% 0.0% 0.0% 0 Carterton Town Centre 1.0% 0 0.0% 0 0.0% 0 8.2% 9 0 0.0% 0 0.0% 0 Cheltenham Town Centre 0.3% 0.0% 0 1.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 0 Devizes Town Centre 1.4% 13 0.0% 0 0.0% 1.5% 2 0.0% 0 0.0% 0 3.3% 4.6% 0.0% 0 0 Faringdon Town Centre 0.1% 0.0% 0 0.0% 0 0.0% 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 1 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 0.5% 0.5% 0.0% 0.0% 0.0% 0.4% London 0.2% 0.0% 0 0.0% 0.0% 0 0 0.0% 0 0.0% 0.4% Malmesbury Town Centre 0.1% 1 0.0% 0 0.0% 0.0% 0 0 0.0% 0 1 3.9% 0.0% Marlborough Town Centre 0.6% 5 0.0% 0 0.0% 0 0.0% 0 0.5% 1 2 2.3% 3 0 0.0% 0 Oxford City Centre 0.5% 4 0.0% 0 0.5% 0.0% 0 3.2% 0.0% 0 0.0% 0.0% 0 0.0% 4 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 0.1% 0.5% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 1 0 0 Centre Wootton Bassett Town 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 Centre 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% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%0 1.1% 94 29 18 9.9% Swindon Town Centre 9.9% 22.0% 10.6% 20.1% 22 4.7% 5 3.7% 2 11 4.0% 0.0% 0 0 0 0.4% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% Swindon Designer Outlet 3 1.5% 0.9% 1 0 0 3 Greenbridge Retail Park, 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 Swindon Mannington Retail Park, 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 Swindon Orbital Shopping Park, 2.7% 2.5 8.3% 11 4.8% 8 3.4% 4 1.1% 1 0.7% 0 0.5% 1 0.0% 0 0.7% 1 Swindon Saint Margarets Retail Park, 0.1% 0.5% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1 1 0 0 Swindon West Swindon Shopping 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 Centre 27 7.9% 10 0 2.5% 0.7% 3.8% 7 1.7% Internet / home delivery 2.8% 1.6% 3 0.0% 3.1% 4 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 0.0% 0 0.0% 0.0% 0.0% Abingdon Town Centre 0.1% 0.0% 0 0 0.8% 0.0% 0 0.0% 0 Andover Town Centre 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.9% 4 0.0% 0 0.0% 0 0.0% 0 4 Bridge Mead Retail Park, 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 Broad Blunsdon Village 0.1% 0.0% 0 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Centre Chippenham Town Centre 0 2.9% 2.8 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 1 15.4% 2.7 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% 12.0% 10 1 Covingham Village Centre 0.1% 1.1% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 1 1 0 0 Fairford Town Centre 2 0.0% 0 0.0% 0 0.8% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.9% 0.2% 1 0 Great Western Way, 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 Grove Village Centre 0.1% 0.0% 0 0.0% 0 0.0% 0 0.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 1 Haydon Wick Local Centre 0 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.1% 1 0.0% 0.6% 1 0.0% 0 0 0 Lambourn Village Centre 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 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 Centre 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 0.9% 0 0.0% 0 0.0% 0.0% 0 0.0% 2 0.0% 0.0% 0 0 0.0% 0 Newbury Town Centre 1.2% 12 0.7% 0.0% 0 0.0% 0.0% 17.7% 1.1% 0.0% 0.0% 1 0 0 10 0 0 1 Octocol Way, Swindon 0.7% 3.5% 0.5% 1.0% 0.0% 0.0% 0 0.0% 0 0.0% 5 1 1 0.5% 1 0 0 Oxford Road, Swindon 0.1% 1 0.6% 1 0.0% 0 0.0% 0 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Peatmoor Village Centre 0.0% 0.0% 0.1% 0.0% 0 0.0% 0.8% 1 0.0% 0.0% 0 0.0% Pewsey Village Centre 0 0 0.1% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.6% 0.4% 0.0% 0 1 1 1 Purton Village Centre 0 0.1% 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% 0.7% 0 0.0% 0.0% 0 0.0% 0 0 0 0 0 Redhouse Village Centre 0.1% 0.0% 0 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Salisbury City Centre 0.0% 0.2% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 1.7% 0 0.0% 0 2 0 0 2 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 0 0 0 Shrivenham Village Centre 0.1% 0.0% 0.0% 0 0.0% 0 1.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.5% Tetbury Town Centre 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 1 1 0.0% 0.0% 0.0% 0 Tidworth Town Centre 0.2% 2 0 0.0% 0 0.0% 0 0.0% 0 0 0.7% 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% 0.0% 0 0.0% 0 0.0% 0 4.5% 5 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 0.0% 0 0 0.0% 0 Witney Town Centre 0.6% 5 0.0% 0.0% 0.0% 4.8% 5 0.0% 0.0% 0 Yatton Keynell Village 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 Centre (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

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Weighted:			fo	r N	atha	niel	Lich	fiel	d & 1	Part	ners					į	January	2016
	Tota	ıl	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: Sample:		947 941		130 127		169 155		107 96		115 106		55 95		113 105		175 161		83 96
Q20 Excluding Christma and gifts?	s shopp	oing, v	vhere de	oes yo	our hous	sehol	d do mo	st of	its shop	ping	for othe	r non	-food ite	ems s	uch as	books	s, CDs, 1	loys
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%	C
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%	(
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%	(
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 Marlborough Town Centre	0.2% 0.9%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 11.0%	0 6	0.0% 2.2%	0	1.3% 0.0%	2	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	0.2%	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%		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 West Swindon Shanning	0.1%	1	0.5%	1	0.4%	1	0.0% 5.8%	0 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Swindon Shopping Centre Internet / home delivery	44.4%	11 444	38.1%	55	36.9%	65	51.0%	61	44.4%	52		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	0.2%	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 Stratton St. Margaret Local Centre	0.1% 0.2%	1 2	0.0% 0.0%	0	0.0% 1.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.5% 0.0%	1	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	0.1%	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%	O
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%	(
(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: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q21 Excluding Christma		•			es your	hous	ehold b	uy oth	ner non-	food	items sı	uch as	s books	, CDs	, toys a	nd gif	ts? [MR]
Those who mentioned a	a specific	destina	tion at Q	20														
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		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: Sample:		877 844		104 90		161 144		105 93		108 95		52 88		99 93		171 152		77 89

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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g																`		
	Tota	al	Zone	1	Zone 2	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q22 What items, if any,	do you ı	egula	rly buy	on the	e Interne	t? [M	IR]											
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		183 170		86
Sample:		1000		135		165		110		110		100		110		1/0		100

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q23 What, if anything, w	ould ma	ake yo	u shop	more	often in	Swir	ndon To	wn Ce	entre? [l	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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
f 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%	
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%	
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%	
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%	
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%	
fore 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%	
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%	
Remove undesirable clientele (e.g. drunks, drug-addicts,	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%	
beggars etc.)	20 =:								50.5		50				4= ~		.	
Nothing) Don't know / never visited)	38.7% 7.4%	387 74	21.5% 2.7%	31 4	23.4% 3.5%	41 6	27.5% 3.7%	33 4	58.3% 9.0%		53.3% 11.0%	30 6	45.8% 5.9%		47.0% 12.3%		51.1% 15.9%	1
Weighted base: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		10

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				0002200											•	Juniani	_010
Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	ı	Zone	5	Zone	6	Zone	7	Zone	8
ould ma	ake yo	u shop	more	often in	Swin	don Ol	d Tow	n? [MR]									
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%	C
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
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
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
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
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
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
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
7.5%	75	3.5%	5		16	17.1%	21	6.3%	7	9.1%	5	4.5%	5	5.6%	10	6.6%	ϵ
	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö
	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
0.1%	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
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
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
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
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
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
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%	(
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
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%	(
0.4%	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
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%	(
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
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
	1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100
	1.7% 7.9% 0.4% 1.2% 1.7% 0.0% 2.7% 0.6% 7.5% 0.0% 0.1% 0.1% 0.2% 0.1% 0.2% 0.8% 1.7% 0.8% 1.0% 0.2% 1.0% 51.5%	1.7% 17 7.9% 79 0.4% 4 1.2% 12 1.7% 17 0.0% 0 2.7% 27 0.6% 6 7.5% 75 0.0% 0 0.2% 2 0.1% 1 0.1% 1 0.2% 2 0.8% 8 1.7% 17 0.8% 7 0.2% 2 1.0% 10 0.7% 7 0.4% 4 0.7% 7 51.5% 515 24.3% 243	1.7% 17 2.3% 1.2% 12 1.1% 1.7% 17 3.5% 1.2% 12 1.1% 1.7% 17 3.5% 1.2% 12 1.1% 1.7% 17 3.5% 1.2% 27 1.7% 1.6% 6 1.0% 1.5% 75 3.5% 1.0% 0 0.0% 1.0% 1 0.0% 1.0% 1 0.0% 1.1% 1 0.0% 1.1% 1 0.0% 1.2% 2 1.1% 1.1% 1 0.0% 1.2% 2 1.3% 1.3% 1.4% 17 1.8% 1.5% 7 0.0% 1.0% 10 1.3% 1.0% 10 1.3% 1.0% 7 0.0% 1.0% 7 0.0% 1.0% 7 0.0% 1.5% 515 54.9% 24.3% 243 14.9%	1.7% 17 2.3% 3 1.2% 12 1.1% 2 1.7% 17 3.5% 5 0.0% 0 0.0% 0 2.7% 27 1.7% 2 0.6% 6 1.0% 1 7.5% 75 3.5% 5 0.0% 0 0.0% 0 0.2% 2 1.1% 2 0.1% 1 0.0% 0 0.2% 2 1.1% 2 0.1% 1 0.0% 0 0.2% 2 1.3% 2 0.1% 1 0.0% 0 0.2% 2 1.3% 2 0.8% 8 3.1% 4 1.7% 17 1.8% 3 0.8% 7 0.0% 0 0.2% 2 0.0% 0 0.2% 2 1.3% 2 0.8% 8 3.1% 4 1.7% 17 1.8% 3 0.8% 7 0.0% 0 0.2% 2 0.0% 0 1.0% 10 1.3% 2 0.7% 7 1.1% 2 0.4% 4 0.0% 0 0.7% 7 0.0% 0 51.5% 515 54.9% 79 24.3% 243 14.9% 21	1.7% 17 2.3% 3 0.4% 7.9% 79 14.5% 21 12.3% 0.4% 4 1.8% 3 0.0% 1.2% 12 1.1% 2 2.1% 1.7% 17 3.5% 5 3.3% 0.0% 0 0.0% 0 0.0% 2.7% 27 1.7% 2 4.9% 0.6% 6 1.0% 1 0.4% 7.5% 75 3.5% 5 9.1% 0.0% 0 0.0% 0 0.0% 0.2% 2 1.1% 2 0.0% 0.1% 1 0.0% 0 0.0% 0.2% 2 1.1% 2 0.0% 0.1% 1 0.0% 0 0.0% 0.2% 2 1.4% 2 0.0% 0.1% 1 0.0% 0 0.0% 0.2% 2 1.4% 2 0.0% 0.1% 1 0.0% 0 0.0% 0.2% 2 1.3% 2 0.0% 0.8% 8 3.1% 4 1.4% 1.7% 17 1.8% 3 3.4% 0.8% 7 0.0% 0 0.9% 0.2% 2 0.0% 0 0.9% 0.2% 2 0.0% 0 0.9% 0.8% 8 3.1% 4 1.4% 1.7% 17 1.8% 3 3.4% 0.8% 7 0.0% 0 0.9% 0.2% 2 0.0% 0 0.0% 1.0% 10 1.3% 2 0.8% 0.7% 7 1.1% 2 1.5% 0.4% 4 0.0% 0 1.0% 0.7% 7 0.0% 0 0.0% 51.5% 515 54.9% 79 42.3% 24.3% 243 14.9% 21 25.5% 1000 143	1.7% 17 2.3% 3 0.4% 1 7.9% 79 14.5% 21 12.3% 22 0.4% 4 1.8% 3 0.0% 0 1.2% 12 1.1% 2 2.1% 4 1.7% 17 3.5% 5 3.3% 6 0.0% 0 0.0% 0 0.0% 0 2.7% 27 1.7% 2 4.9% 9 0.6% 6 1.0% 1 0.4% 1 7.5% 75 3.5% 5 9.1% 16 0.0% 0 0.0% 0 0.0% 0 0.2% 2 1.1% 2 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.2% 2 1.1% 2 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.2% 2 1.1% 2 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.2% 2 1.4% 2 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.2% 2 1.4% 3 6 0.8% 7 0.0% 0 0.9% 2 0.8% 8 3.1% 4 1.4% 3 1.7% 17 1.8% 3 3.4% 6 0.8% 7 0.0% 0 0.9% 2 0.2% 2 0.0% 0 0.9% 2 0.2% 2 0.0% 0 0.9% 2 0.2% 2 0.0% 0 0.9% 2 0.2% 2 0.0% 0 0.9% 2 0.2% 2 0.0% 0 0.9% 2 0.2% 2 0.0% 0 0.0% 0 0.5% 3 3.4% 6 0.8% 7 0.0% 0 0.9% 2 0.2% 2 0.0% 0 0.0% 0 0.5% 3 3.4% 6 0.8% 7 0.0% 0 0.9% 2	1.7% 17 2.3% 3 0.4% 1 3.1% 1.79% 79 14.5% 21 12.3% 22 6.1% 0.4% 4 1.8% 3 0.0% 0 0.7% 1.2% 12 1.1% 2 2.1% 4 1.4% 1.7% 17 3.5% 5 3.3% 6 3.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 2.7% 27 1.7% 2 4.9% 9 4.8% 0.6% 6 1.0% 1 0.4% 1 0.0% 7.5% 75 3.5% 5 9.1% 16 17.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 1.1% 2 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0.2% 2 1.18 2 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0.2% 2 1.18 2 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0.2% 2 1.18 2 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.9% 0.2% 2 1.3% 2 0.0% 0 0.0% 0.8% 8 3.1% 4 1.4% 3 0.0% 1.7% 17 1.8% 3 3.4% 6 1.4% 0.8% 7 0.0% 0 0.9% 2 0.9% 0.2% 2 0.0% 0 0.0% 0 0.0% 0.8% 8 3.1% 4 1.4% 3 0.0% 1.7% 17 1.8% 3 3.4% 6 1.4% 0.8% 7 0.0% 0 0.9% 2 0.9% 0.2% 2 0.0% 0 0.0% 0 0.0% 0.0% 1.0% 1 0.0% 2 0.0% 0.7% 7 0.0% 0 0.0% 0 0.0% 0.7% 7 0.0% 0 0.0% 0 0.0% 51.5% 515 54.9% 79 42.3% 75 57.6% 24.3% 243 14.9% 21 25.5% 45 11.0%	1.7% 17 2.3% 3 0.4% 1 3.1% 4 17.9% 79 14.5% 21 12.3% 22 6.1% 7 0.4% 4 1.8% 3 0.0% 0 0.7% 1 1.2% 12 1.1% 2 2.1% 4 1.4% 2 1.7% 17 3.5% 5 3.3% 6 3.3% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.7% 27 1.7% 2 4.9% 9 4.8% 6 0.6% 6 1.0% 1 0.4% 1 0.0% 0 7.5% 75 3.5% 5 9.1% 16 17.1% 21 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 2 1.1% 2 0.0% 0 0.0% 0 0.2% 2 1.1% 2 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.8% 8 3.1% 4 1.4% 3 0.0% 0 1.7% 7 1.18% 3 3.4% 6 1.4% 2 0.8% 7 0.0% 0 0.9% 2 0.9% 1 0.2% 2 0.0% 0 0.0% 0 0.8% 8 3.1% 4 1.4% 3 0.0% 0 0.8% 8 3.1% 4 1.4% 3 0.0% 0 0.8% 7 0.0% 0 0.9% 2 0.9% 1 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.8% 8 3.1% 4 1.4% 3 0.0% 0 0.8% 7 0.0% 0 0.9% 2 0.9% 1 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.8% 7 0.0% 0 0.0% 0 0.0% 0 0.8% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 7 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.51.5% 515 54.9% 79 42.3% 75 57.6% 69 24.3% 243 14.9% 21 25.5% 45 11.0% 13	Dould make you shop more often in Swindon Old Town? 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[MR] 1.7% 17 2.3% 3 0.4% 1 3.1% 4 0.0% 0 0.8% 0 5.8% 7 0.9% 7.9% 79 14.5% 21 12.3% 22 6.1% 7 8.0% 9 2.3% 1 4.2% 5 5.6% 0.4% 4 1.8% 3 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 1.2% 12 1.1% 2 2.1% 4 1.4% 2 0.6% 1 1.7% 1 0.0% 0 0.0% 0 0.5% 1.7% 17 3.5% 5 3.3% 6 3.3% 6 0.3% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 6 0 0.0% 1 0.4% 1 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 2.7% 27 1.7% 2 4.9% 9 4.8% 6 2.5% 3 1.4% 1 1.2% 1 0.6% 1 1.7% 0.6% 6 1.0% 1 0.4% 1 0.0% 0 0.0% 0 1.4% 1 1.2% 1 0.0% 7.5% 75 3.5% 5 9.1% 16 17.1% 21 6.3% 7 9.1% 5 4.5% 5 5.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 1.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 1.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 1.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 1.3% 2 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 8 3.1% 4 1.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 1.3% 2 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 8 3.1% 4 1.4% 3 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 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% 0.2% 2 1.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 1.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 1.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0	Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 2011d make you shop more often in Swindon Old Town? [MR]	Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 6 Dulld make you shop more often in Swindon Old Town? [MR] 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% 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% 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% 1.2% 12 1.1% 2 2.1% 4 1.4% 2 0.6% 1 1.7% 1 0.0% 0 0.0% 0 0.5% 1 1.5% 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% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 1 1.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 2.7% 277 1.7% 2 4.9% 9 4.8% 6 2.5% 3 1.4% 1 0.6% 1 1.7% 3 3.2% 0.0% 6 1.0% 1 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 1.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 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 0.0% 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 0.0% 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 0.0% 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 0.0% 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 0.0% 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 0.0% 0.2% 2 1.1% 3 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 8 3.1% 4 1.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 8 3.1% 4 1.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 8 3.1% 4 1.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 6 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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O .																	•	
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q25 What, if anything, w	ould ma	ake yo	u shop	more	often in	Swin	ndon De	signe	r 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: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100
1																		

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone '	7	Zone	8
Q26 What location does	your ho	useho	old norm	nally v	isit for	comn	nunity fa	cilitie	s, such	as lik	oraries a	nd co	ommuni	ty hal	ls?			
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%	C
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%	1
Cavendish Square District	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%	(
Centre																		
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%	1
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%	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 Hungerford Town Centre	0.8% 1.0%	8 10	1.1% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	4.6% 0.0%	5	0.0% 18.2%	0 10	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 0.0%	1
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%	Ö
Rodbourne Road Local	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%	0
Centre																		
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%	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%	1
Wootton Bassett Town	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%	0
Centre	1.00/	10	0.004	0	0.004	0	14.20/	17	0.004	0	0.007	0	1 10/		0.007	0	0.00/	,
Wroughton Village Centre Abbey Meads Village Centre	1.8% 0.2%	18 2	0.0% 0.0%	0	0.0% 1.0%	0 2	14.3% 0.0%	17 0	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 0.0%	1	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%	0
Amesbury Town Centre	0.2%	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
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%	C
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%	Ö
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%	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%	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%	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%	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%	32
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	0.1%	1 4	0.5% 0.0%	1 0	0.0% 0.0%	0	0.0% 2.9%	0 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Cricklade Town Centre Crudwell Village Centre	0.4% 0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	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	0.4%	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%	4
Great Bedwyn Village	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
Centre																		
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	0.4%	1	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	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Lechlade Town Centre Liden Local Centre	0.2% 0.1%	2	0.0% 0.6%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.4% 0.0%	2
Lyneham Village Centre	0.1%	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
Market Lavington Local	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	Ö
Centre	0.570		0.070	Ü	0.070	Ü	0.070		0.070		0.070	Ü	2		0.070		0.070	
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%	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%	0
Orbital Shopping Park,	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%	C
Swindon																		
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%	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%	0
Purton Village Centre	0.3%	3 1	0.0% 0.0%	0	1.0% 0.0%	2	1.4% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.9%	0
Quenington Village Centre Ramsbury Village Centre	0.1% 0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.9%	1
Shrivenham Village Centre	0.5%	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
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%	1
South Marston Village	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
Centre																		
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%	C
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%	C
Upper Seagry Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	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%	Ö
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%	O
(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%	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%	C
(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%	70	51.0%	44
(Don't do tins activity)	47.770	7//	02.770	70	37.270	0)	TT. 7/0	54	30.770	00	40.570	23	30.370	39	43.270	79	31.070	

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Canseword, Diskore 1,45% 1,45	Weighted:			10) I N	ama	mei	Lich	mer	uæı	rarı	ners					J	lanuary	2016
Canseword, Diskore 1,45% 1,45		Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Clineworld, Didocs Clineworld, Didocs Clineworld, Didocs Clineworld, Shaw Riggs I 4/98	Sample:		1000		135		165		110		110		100		110		170		100
Cinework Shaw Nelge Left Shaw	Q27 Where did you or yo	our fami	ily LAS	ST visit	the ci	nema?													
Lesine Park, Svinsfrom Cineworld, Swinform Substitution Su	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%	(
Cineword, Swindom 7.9% 70 7.1% 10 18.7% 33 10.3% 12 0.6% 1 0.0% 0 4.3% 5 4.8% 9 0.0% 10mpire Cinema, Swindom 10.3% 30 5 1.8% 72 3.8% 53 2.2% 53 2.3% 32 2.26% 27 3.81% 21 18.0% 21 18.0% 21 1.0% 10.0%	Cineworld, Shaw Ridge	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%	
Empire Cinemas Nominom 30,5% 305 51,8% 74 32,8% 78 22.8% 78 22.8% 73 23,8% 24 18,0% 21 17,1% 31 49,9% 4 40,0% 4 40,0% 6 4 4 60,0% 6 4 4 60,0% 6 4 4 60,0% 6 4 4 60,0% 6 4 4 60,0% 6 4 4 60,0% 6 4 4 60,0% 6 4 4 60,0% 6 4 4 60,0% 6 4 4 4 60,0% 6 4 4 4 60,0% 6 4 4 4 4 4 4 4 4 4																			
Maimestary Town Hall Olswig Algorithm 1 0.4% 4 0.0% 0 0.0%	,																		
Odeon, Androver Odeon, Darkon 1,7% 1,7 0,07% 0,0% 0,0% 0,0% 0,0% 0,0% 0,0% 0,0%	-																		4
Odeon, Bath Odeon, Ostford Odeon, Os	-																		
Odeon, Oxforder O 0.1%																			
Odeon Salsbury O.1%																			
The Linte Theories, Banh D.2%																			
The Palace Cimema. Devizes	•																		
View Newbury 1,4%																			
Vac. Oxford																			
Bristol																			
Oxford O		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%	
Basingskoke 0.1% 1 0.0% 10 0.0% 0 0.0	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%	(
Boarnemouth	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%	
Calne	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%	
Cheltenham Chelte	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%	
Chippenham Chippenham Chipeneaword, The Brewery, Chipeneaword, Gloucester Chipeneaword, Gloucester Chipeneaword, Gloucester Chipeneaword, Gloucester Chipeneaword, Gloucester Chipeneaword, Marriotts Walk, Chipeneaword, Chip	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%	
Cinemaworld. The Brewery, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0%	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%	
St Margarer's Road, Chelenham Cineworld, Gloucester		0.6%	6	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	
Cineworld, Glonecster OL9%	St Margaret's Road,	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%	
Cineworld, Marriotts Walk, Witney Cirencester OL1%	Cineworld, Gloucester Quays Outlet Centre, Merchants' Road,	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%	
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 0.0% 0 0.0% 0 0.0% 0 1.4% Come Exchange, Market 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 1 0.0%	Cineworld, Marriotts Walk,	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%	
Come Exchange, Market Place, Newbury Nowicha, Town Hall, Calne Ol.96	•	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%	
Devises	Corn Exchange, Market																		
Marlborough	2 2	0.1%			0			0.0%						0.0%	0	0.0%			
Movicola, Town Hall, Calne																			
Mowlem Theatre, Shore 0.1% 1 0.0% 0 0.0%	e e																		
Road, Swanage Newbury																			
Nottingham O.1%	Road, Swanage																		
Odeon, Bedford Road, Guildford 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 2 0.0% Odeon, Butlins Somerwest World, Minehead 0.1% 1 0.0% 0	•																		i
Guildford Odeon, Butlins Somerwest O.1% 1 0.0% 0 0.0																			
Odeon, St Stephen's Place Leisure Park, St Stephen's Place, Trowbridge Reading 0.1% 1 0.0% 0	Guildford																		
Reading 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 1 0.0% Reel Cinemas, Marshfield 1.7% 17 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 17 0.0% Road, Chippenham 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% Salisbury 0.1% 1 0.0% 0	Odeon, St Stephen's Place	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%	
Reel Cinemas, Marshfield 1.7% 17 0.0% 0 0.0%	-																		
Road, Chippenham Royal Wootton Bassett 0.1% 1 0.0% 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%	
Salisbury 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 1 0.0% South Cerney 0.1% 1 0.0% 0 0.		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%	
South Cerney 0.1% 1 0.0% 0 0.0	3																		
Vue, Aspects Leisure Park, Avon Ring Road, Longwell Green 0.2% 2 0.0% 0 0.0% <th< td=""><td>3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>	3																		
Avon Ring Road, Longwell Green Vue, Merrywalks, Stroud 0.4% 4 0.0% 0 0.	•																		
Vue, The Oracle Centre, Mill 0.1% 1 0.0% 0 0.0%	Avon Ring Road,	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%	
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 0.0% 0 0.0% Witney 0.7% 7 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5.3% 6 0.0% 0 0.0% 0 0.0% 0 0.7% (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% (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 0.0% 0 1.7% 3 0.7% (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% 2 Weighted base: 1000 143 177 120 118 57 116 183 8	Vue, Merrywalks, Stroud Vue, The Oracle Centre, Mill																		
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% (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% (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% (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% 2 Weighted base: 1000 143 177 120 118 57 116 183 8		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%	
(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% (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% (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% 2 Weighted base: 1000 143 177 120 118 57 116 183 8	•																		
(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% (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% 2 Weighted base: 1000 143 177 120 118 57 116 183 8	•																		
(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% 2 Weighted base: 1000 143 177 120 118 57 116 183 8																			
Weighted base: 1000 143 177 120 118 57 116 183 8																			2
	•																		
	Sample:		1000		135		165		110		110		100		110		170		100

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weighted:			10	1 11	auia	шсі	Licii	HCI	u Œ I	ar	ilicis					•	lanuary	2010
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q28 Where did you or yo	our fami	ily LAS	ST visit	the th	eatre?													
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%	
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%	(
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%	(
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%	1:
Bath	5.4%	54	2.0%	3	0.5%	1	0.9%	1	0.5%	1	2.3%	1	9.4%	11		36	0.7%	
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%	
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%	13
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%	
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%	(
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%	
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%	
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%	
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%	(
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%	1:
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
Mayflower Theatre, Commercial Road,	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%	(
Southampton																		
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%	(
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%	(
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%	(
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%	(
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%	(
Reading Royal Shakespeare Theatre,	0.2% 0.4%	2 4	0.0% 0.0%	0	1.0% 0.4%	2 1	0.0% 0.7%	0 1	0.0% 0.0%	0	0.6% 0.0%	0	0.0% 0.6%	0 1	0.0% 1.2%	0 2	0.0% 0.0%	(
Waterside, Stratford-upon-Avon																		
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%	(
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%	(
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%	(
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%	(
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%	(
Sunderland Empire Theatre, High Street West,	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%	(
Sunderland The Anvil Pagingstoke	0.10/		0.00/	0	0.00/	0	0.00/	^	0.00/	0	1.70/		0.004		0.00/		0.00/	
The Anvil, Basingstoke The Everyman Theatre,	0.1% 0.6%	1 6	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.7% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 6.6%	(
Regent Street, Cheltenham The Hexagon, Queens Walk,	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%	(
Reading Theatre Royal, Saw Close,	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%	(
Bath Watermill Theatre, Bagnor,	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
Newbury	2 10/	21	5 20/	ο	2.00/	_	0.00/	^	0.00/	0	7 10/	4	2.00/	_	/ 10/	7	2.50/	,
(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) (Don't do this activity)	0.3% 27.0%	3 270	0.0% 35.5%	0 51	1.0% 20.7%	2 37	0.0% 32.0%	0 38	0.0% 19.8%	0 23	0.0% 22.3%	0 13	0.0% 23.7%	0 28	0.5% 32.6%	1 60	0.0% 24.6%	21
Weighted base: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100
oumpic.		1000		133		103		110		110		100		110		1/0		100

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Weighted:			for	: N	athan	iel	Lichf	ielo	1 & Pa	art	ners					J	anuary 2	2016
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	8
Q29 Where did you or	your family	/ LAS	ST 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%	
Bristol Calne	0.2% 1.6%	2 16	0.0% 0.0%	0	0.0% 0.0%	0	1.7% 0.8%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 8.0%	0 15	0.0% 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%	
Cheltenham	0.1%	1	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	
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%	
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%	
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%	
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%	
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%	
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%	
Marlborough	1.9%	19 8	2.4%	3	0.0%	0	0.0%	0	0.0%	0 8	14.5%	8	4.1%	5	1.3% 0.0%	2	0.0% 0.0%	
Oxford Reading	0.8% 0.1%	8 1	0.0% 0.0%	0	0.0% 0.5%	1	0.0% 0.0%	0	6.6% 0.0%	0	0.0% 0.8%	0	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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Barnsley Biddestone	0.3% 0.1%	3 1	0.0% 0.0%	0	1.0% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.5% 0.4%	1 1	0.0% 0.0%	
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	•
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%	2
Coate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	0.5%	1	0.4%	1	0.0% 0.0%	
Collingbourne Ducis Corsham	0.1% 0.1%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.5% 0.0%	0	0.0% 0.0%	0	0.0% 0.4%	0	0.0%	
Cricklade	0.1%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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% 0.0%	
Great Bedwyn Great Shefford	0.1% 0.1%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.1% 1.4%	1 1	0.0% 0.0%	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%	
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%	
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%	
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%	
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%	
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%	
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%	
nkpen	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%	
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%	
Kemble Competerd	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%	
Kempsford Cinthury	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%	
Kintbury Lacock	0.1%	1 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.7% 0.0%	1	0.0% 0.0%	0	0.0%	0 2	0.0% 0.0%	
Lacuck	0.2%		0.0%	U	0.0%	U	0.0%	U	0.0%	U	3.2%	2	0.0%	0	1.2%	7	0.0%	

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Weighted:			fo	r N	athai	niel	Lich	fiel	d & I	Part	tners					J	anuary	2016
	Tota	al	Zone	1	Zone	2	Zone 3	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 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.9%	0	0.6% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.4%	0	0.0% 0.0%	0
Lydiard Fields Lydiard Millicent	0.2% 0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	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
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
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 Moredon	0.1% 0.3%	1	0.0% 0.0%	0	0.0% 1.5%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0 1	0.0% 0.0%	0	0.9% 0.0%	1
Newbury	0.3%	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	0.2%	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 Shaw	0.6% 0.2%	6 2	0.0% 0.6%	0	0.0% 0.0%	0	0.0% 0.7%	1	0.0% 0.0%	0	0.0% 0.0%	0	5.3% 0.0%	6 0	0.0% 0.0%	0	0.0% 0.0%	0
Shepton Mallet	0.2%	1	0.0%	0	0.0%	0	0.7%	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 Swinbrook	0.1% 0.1%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.9% 0.0%	0
Taw Hill	0.1%	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 Wichelstowe	0.1% 0.2%	1 2	0.0% 0.0%	0	0.0% 0.4%	0	0.0% 0.9%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.4% 0.0%	1	0.0% 0.0%	0
Witney	2.0%	20	0.0%	0	0.4%	0	0.9%	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	0.0%	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	0.4%	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: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100

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weigntea:				'	u viiui	1101	Litii				11015					•	anuary	201
	Total	l	Zone 1	1	Zone 2	2	Zone 3	3	Zone 4	ı	Zone 5		Zone 6		Zone '	7	Zone	8
Q30 Where did you or	your family	y LAS	ST visit a	rest	aurant?													
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Vroughton	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%	
Cribbs Causeway Greenbridge Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0 2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	
Swindon	4.1%	41	9.6%	14	8.6%	15	1.6%		0.5%	1	0.0%	0	0.0%	0	0.0%		10.9%	
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%	
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%	
Vest 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%	
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%	
broad	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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Blunsdon	0.3%	3 1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0% 0.0%	
Brinkworth	0.1%	1	0.0%	0	0.4% 0.0%	0	0.0%	0	0.0% 0.6%	0 1	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% 0.8%	1	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	
Broad Hinton Bulkington	0.1% 0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	
Burford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	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	0.0%	1	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	0.4%	0	0.0%	
Chippenham	5.6%	56	1.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.6%	1	28.0%	51	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%	
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%	
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%	
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%	
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%	
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%	
fromer	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%	
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%	
Denchworth	0.1%	1	0.0%	0	0.0%	0	0.0%	ő	0.5%	1	0.0%	0	0.0%	ő	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%	
Pidcot	0.1%	1	0.0%	0	0.0%	0	0.0%	ő	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
ursley	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%	
astbury	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	
ynsham	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%	
airford	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%	
almouth	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	
lastonbury	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%	
loucester	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%	
reat 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%	
reat Shefford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	ő	0.0%	0	0.0%	
rittleton	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%	
lannington	0.1%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	0.0%	0	0.0%	
Iaydon 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%	
łook	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%	
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%	
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%	

by Zone

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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Weighted:			fo	r N	athai	niel	Lich	fiel	d & I	Part	ners					J	lanuary	2016
	Tota	ıl	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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
Minety Manatan in Manah	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%	(
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%	(
Nailsworth Navybury	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	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%	(
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%	(
Peatmoor Pewsey	0.2% 0.2%	2 2	0.0% 0.0%	0	0.8% 0.0%	1	0.8% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.8%	0 2	0.0% 0.0%	0	0.0% 0.0%	(
Purton		7	0.0%	0	1.5%	3	2.9%	4	0.0%	0	0.0%	0		0	0.0%	0	0.8%	1
Purton Stoke	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.8%	1
Quenington	0.1% 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	0.9%	(
Rodbourne	0.1%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Salisbury	0.1%	9	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	9	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	0.0%	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%	(
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%	(
South Cerney	0.1%	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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
(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%	(
(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
*****		1000		143		177		120		118		57		116		183		86
Weighted base:										112		٦,		110				

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weigntea:				'		1101	Litii			41 0	11015					·	anuary	201
	Total	1	Zone	1	Zone 2	2	Zone 3		Zone 4	4	Zone 5		Zone 6	,	Zone '	7	Zone	8
Q31 Where did you and	your fam	ily L	AST orde	er fro	m / visit	a tak	eaway?											
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%	
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%	
Cavendish Square District	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%	
Centre																		
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%	
aringdon	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%	
Forse 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%	
lighworth	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%	
Iungerford	1.1%	11 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.7%		0.0% 0.0%	0	19.5% 0.0%	11	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	
London Malmesbury	0.1% 1.2%	12	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	12	0.0%	
Ianchester Road Local	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%	
Centre	0.170	1	0.070	Ü	0.070	1	0.070	Ü	0.070	Ü	0.070	U	0.070	Ü	0.070	Ü	0.070	
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%	
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%	
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%	
Rodbourne Road Local	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%	
Centre																		
windon 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%	
windon 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%	
Vootton 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%	
Vroughton	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%	
reenbridge Retail Park,	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%	
Swindon Orbital Shopping Park,	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%	
Swindon windon 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%	
Vest Swindon Shopping	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%	
Centre	1.170	11	0.070	1	0.0%	U	0.570	10	0.0%	U	0.0%	U	0.070	U	0.070	U	0.0%	
bbey 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%	
lbourne	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	
ampton	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%	
urford	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%	
ardiff	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%	
hesterton	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%	
hippenham	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%	
irencester	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%	
forsham	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%	
ovingham	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%	
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%	
idcot	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%	
ldene	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%	
airford	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%	
roxfield	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%	
rove	0.3%	3 1	0.0%	0	0.0%	0 1	0.0%	0	2.4%	3	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	
aydon Wick akpen	0.1% 0.0%	0	0.0% 0.0%	0	0.5% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	
ambourn	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	
echlade	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	
udgershall	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%	
yneham	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%	
Iarket Lavington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	ó	0.0%	
elksham	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%	
oredon	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%	
ewbury	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%	
ythe	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%	
eatmoor	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%	
ewsey	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%	
ırton	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%	
odbourne	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%	
nrivenham	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%	
outh 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%	
ratton	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%	
tratton 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%	
wansea	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%	
etbury	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%	
oot 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%	
rowbridge	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%	
Jpper 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%	
Vantage	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%	
Witney	0.8% 1.8%	8 18	0.0% 2.4%	0	0.0% 4.6%	0 8	0.0% 0.0%	0	7.2% 0.0%	8	0.0% 1.4%	0	0.0% 2.3%	0	0.0% 1.3%	0 2	0.0% 0.7%	
Can't remember)																		

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Weighted:			fo	r N	atha	niel	Lich	fiel	d & 1	Part	tners					J	January	2016
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
(Don't know / varies) (Don't do this activity)	0.8% 30.5%	8 305	0.6% 38.4%	1 55	2.5% 26.9%	4 48	2.3% 36.9%	3 44	0.0% 21.0%	0 25	0.0% 36.6%	0 21	0.0% 29.7%	0 35	0.0% 25.5%	0 47	0.0% 36.6%	31
Weighted base:	30.370	1000 1000	36.470	143 135	20.970	177 165	30.970	120 110	21.070	118 110	30.0%	57 100	29.170	116 110	23.370	183 170	30.0%	86
Sample: Q32 Where did you or y	our fami		ST visit		tclub?	103		110		110		100		110		170		100
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%	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%	C
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%	0
Devizes London	0.3% 0.3%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.9%	0 1	0.0% 1.3%	0 2	0.0% 0.0%	0	2.5% 0.0%	3	0.0% 0.4%	0	0.0% 0.0%	0
Marlborough	0.5%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	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%	Č
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%	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%	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%	0
Chippenham Coventry	0.1% 0.1%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.4% 0.0%	1	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%	Č
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
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%	0
Wantage	0.2%	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 Witney	0.2% 0.2%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.3%	0 2	0.0% 0.0%	0	1.3% 0.0%	2	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%	1
(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%	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%	85
Weighted base: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100
Q33 Where did you or y	our fami	ly LAS	ST 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%	C
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%	0
Gala Bingo, Swindon	5.5% 0.2%	55 2	13.0% 0.0%	19 0	7.8% 0.0%	14 0	2.3% 0.0%	3	2.4% 0.0%	3	2.5% 0.0%	1	3.2% 1.3%	4 2	5.3% 0.0%	10	2.6% 0.0%	2
Mecca Bingo, Andover 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%	2
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%	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%	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%	C
Highworth Hungerford	0.1% 0.1%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.5% 0.0%	1	0.0% 1.7%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	(
Swindon Town Centre	0.1%	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%	Č
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%	C
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 Fairford	0.1% 0.1%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.5% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.4%	1
Grafton	0.1%	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%	Č
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%	C
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%	0
Lambourn Manchester	0.1% 0.2%	1 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.4% 0.0%	1	0.0% 1.3%	0 2	0.0% 0.0%	0	0.0% 0.0%	0
Pewsey	0.2%	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%	Č
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%	0
	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%	(
				(1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrivenham	0.1%	1	0.0%	0			0.00/	0	$\Omega \Omega \Omega /$	^	0.00/	0	$\Omega \Omega \Omega /$	0	$\Omega \Omega \Omega /$	0	0.70/	- 1
Shrivenham South Cerney	0.1% 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
Shrivenham South Cerney Stanford-in-the-Vale	0.1%						0.0% 0.0% 0.0%	0 0 0	0.0% 0.5% 0.0%	0 1 0	0.0% 0.0% 0.7%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.7% 0.0% 0.0%	1 ()
Shrivenham South Cerney Stanford-in-the-Vale (Can't remember) (Don't know / varies)	0.1% 0.1% 0.1% 0.1% 0.1%	1 1 1 1	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.4% 0.4%	0 0 1 1	0.0% 0.0% 0.0%	0 0 0	0.5% 0.0% 0.0%	1 0 0	0.0% 0.7% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0
Rodbourne Shrivenham South Cerney Stanford-in-the-Vale (Can't remember) (Don't know / varies) (Don't do this activity) Weighted base:	0.1% 0.1% 0.1% 0.1%	1 1 1	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.4%	0 0 1	0.0% 0.0%	0	0.5% 0.0%	1 0	0.0% 0.7%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0

by Zone Weighted: Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q34 Where did you or yo	our fami	ly LAS	ST go fo	r tenp	oin bowl	ing?												
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: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100

Weighted:			for	N	athan	iel	Lichfi	ielo	1 & P	art	ners					J	anuary 20	16
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q35 Where did you or yo	ur family	LAS	T go to a	hea	lthclub /	gym	1?											
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Kiss Gym, Swindon	1.1%	11	1.3%	2	0.0%	0	7.4%	9 4	0.6%	1 0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Link Centre, Swindon Marlborough Fitness Centre, Marlborough	1.2% 0.3%	12	1.0% 0.0%	1	3.5% 0.0%	6 0	3.6% 0.0%	0	0.0% 0.0%	0	0.8% 0.0%	0	0.0% 2.6%	0	0.0% 0.0%	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%	
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%	
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%	
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%	
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%	
Stratton Community Leisure	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%	
Centre, Swindon																		
Гhe Gym, Chippenham Гhe Olympiad Leisure Centre, Chippenham	0.4% 2.2%	4 22	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.2% 12.0%	4 22	0.0% 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%	
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%	
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%	
Caterton Cheltenham	0.3%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.8% 0.8%	
Devizes	0.1% 1.7%	1 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	17	0.0%	0	0.8%	
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%	
lighworth	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%	
Jungerford	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%	
Ialmesbury	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%	
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%	
windon Old Town windon Town Centre	0.3% 1.6%	3 16	0.6% 2.6%	1 4	0.4% 4.7%	1	0.0% 3.2%	0 4	0.0% 0.0%	0	1.7% 0.0%	1	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%	
Vroughton	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%	
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%	
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%	
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%	
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%	
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%	
Centre Parcs, Longleat Forest, Warminster Chippenham	0.7%	7 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9% 3.4%	7 6	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%	
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%	
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%	
Cotswold Leisure Centre, Tetbury Road, Cirencester	0.1%	1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	
Cotswold Water Park, Four Pillars Hotel, Spine Road East, South Cerney	0.2%																	
Cricklade Leisure Centre, Cricklade David Lloyd, Monks Lang	0.3%	3	0.0%	0	0.0%	0	2.2% 0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
David Lloyd, Monks Lane, Newbury Devizes Leisure Centre	0.1% 2.0%	1 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	0 20	0.0%	0	0.0%	
Southbroom Road, Devizes																		
Fairford Faringdon Leisure Centre	0.3%	3	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	3.3% 0.8%	
Faringdon Leisure Centre, Fernham Road, Faringdon Farmor's Sports Centre, The	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%	
Park, Fairford 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%	

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weighted:			10	1 11	aina	IIICI	Litti	IIICI	ux	Lai	uicis					•	lanuary	2010
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Road, Swindon																		
(permenantly closed) Grange Drive Community Centre, Grange Drive,	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
Swindon Haydon Centre, Thames	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
Avenue, Haydon Wick Herongate Leisure,	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
Charnham Park, Hungerford																		
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%	C
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%	(
Inspire Fitness, Union Road,	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%	(
Chippenham 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%	C
Lambourn	0.0%	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	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
Vicarage Lane, South Marston																		
New College Sports Centre, New College Drive,	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
Swindon 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%	Ċ
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%	C
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%	C
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%	C
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%	C
Stratton St Margaret	0.2%	2	1.3%	2	0.0%	0		0	0.0%	0	0.0%	0	0.00	0	0.0%	0	0.0%	(
TFD Health & Fitness, Grove Technology Park, Downsview Road,	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%	C
Wantage The Activity Zone, Bremilham Road,	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%	C
Malmesbury	0.60/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	5 20/	_	0.00/	0	0.00/	
Upavon Urchfont	0.6% 0.1%	6 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	5.3% 0.6%	6 1	0.0% 0.0%	0	0.0% 0.0%	0
Velocity Health & Fitness, Shaw Ridge Leisure Park,	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%	Ċ
Whitehill Way, Swindon 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%	C
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%	(
(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%	C
(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: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100
GEN Gender:																		
Male	33.0%	329	28.0%	40	28.8%	51	28.7%	34		49	32.1%	18	30.6%	36		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: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100
1																		

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Weighted:			fo	r N	athai	niel	Lich	fiel	d & 1	Part	tners						January	2016
	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
AGE Could I ask how old	you are	e pleas	se?															
18-24 25-34 35-44 45-54 55-64 65+ (Refused)	10.1% 9.9% 18.1% 18.3% 17.8% 22.9% 2.9%	101 99 180 183 178 229 29	15.8% 0.0% 20.9% 17.5% 15.0% 27.7% 3.1%	23 0 30 25 22 40 4	8.3% 4.2% 27.9% 19.7% 16.4% 20.4% 3.1%	15 7 49 35 29 36 5	7.4% 7.4% 5.5% 11.8% 28.0% 38.8% 1.1%	9 7 14 34 47 1	10.6% 21.3% 17.2% 14.3% 14.6% 19.7% 2.4%	13 25 20 17 17 23 3	20.1%	11	21.2% 10.6% 17.1% 15.4% 14.5% 18.1% 3.1%	25 12 20 18 17 21 4	3.9% 19.4% 16.4% 23.4% 16.2% 19.5% 1.2%	7 36 30 43 30 36 2	7.4% 7.4% 11.1% 23.1% 23.0% 21.3% 6.6%	6 9 20 20 18 6
Weighted base: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100
CAR How many cars are	there n	ormall	y availa	ble fo	r use in	the h	ousehol	d?										
None One Two Three or more (Don't know) (Refused)	7.8% 34.9% 40.0% 15.4% 0.0% 1.8%	78 349 400 154 0 18	14.7% 29.1% 36.7% 18.2% 0.0% 1.3%	21 42 53 26 0 2	7.1% 34.3% 41.3% 12.7% 0.0% 4.5%	13 61 73 22 0 8	13.1% 39.6% 37.7% 9.7% 0.0% 0.0%	16 48 45 12 0 0	3.1% 37.7% 35.5% 23.1% 0.0% 0.6%	4 44 42 27 0 1	11.2% 26.5% 42.5% 18.2% 0.0% 1.7%	6 15 24 10 0 1	3.2% 22.7% 53.2% 19.4% 0.0% 1.6%	4 26 62 23 0 2	6.6% 44.2% 35.0% 13.0% 0.0% 1.4%	12 81 64 24 0 2	4.1% 37.9% 43.9% 11.8% 0.0% 2.2%	4 33 38 10 0 2
Weighted base: Sample:		1000 1000		143 135		177 165		120 110		118 110		57 100		116 110		183 170		86 100
ETH Finally, just for the p	•			-			•		a repre	esenta	ative cro	oss se	ection o	f the c	ommur	nity, p	lease co	ould
British Irish Any other white background White & Black Caribbean White & Black African	94.3% 0.5% 1.3% 0.1% 0.8%	943 5 13 1 8	91.6% 0.5% 2.4% 0.0% 0.0%	131 1 3 0	88.4% 0.4% 0.0% 0.4% 4.7%	156 1 0 1 8	96.5% 1.4% 0.0% 0.0% 0.0%	116 2 0 0	98.4% 0.0% 1.1% 0.0% 0.0%	116 0 1 0	94.3% 1.6% 0.6% 0.0% 0.0%	54 1 0 0	93.7% 0.0% 3.9% 0.0% 0.0%	109 0 5 0	96.8% 0.0% 1.6% 0.0% 0.0%	177 0 3 0 0	98.1% 0.8% 0.0% 0.0% 0.0%	84 1 0 0
White & Asian Any other mixed background Indian Pakistani Bangladeshi	0.1% 0.0% 0.2% 0.0% 0.2%	1 0 2 0 2	0.0% 0.0% 0.8% 0.0% 0.0%	0 0 1 0 0	0.0% 0.0% 0.4% 0.0% 1.0%	0 0 1 0 2	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.4% 0.0% 0.0% 0.0% 0.0%	1 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0
Any other Asian or Asian British Caribbean African Any other Black background Chinese	0.3% 0.1% 0.0% 0.1% 0.2%	3 1 0 1 2	1.8% 0.6% 0.0% 0.0% 0.0%	3 1 0 0	0.4% 0.0% 0.0% 0.4% 0.0%	1 0 0 1 0	0.0% 0.0% 0.0% 0.0% 1.5%	0 0 0 0 2	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0
Other ethnic group (Refused)	0.2% 0.0% 2.0%	0 20	0.0% 0.0% 2.4%	0 3	0.0% 0.0% 3.9%	0 7	0.0% 0.7%	0	0.0% 0.6%	0	0.0% 0.0% 3.4%	0 2	0.0% 0.0% 2.4%	0 3	0.0% 0.0% 1.2%	0 2	0.0% 0.0% 1.1%	0 0 1

 Weighted base:

Sample:

by Zone
Weighted:

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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PC Postcode Sector GL7 1 GL7 2 GL7 3 GL7 4 GL7 5 GL7 6 GL7 7 OX129 OX181 OX182 OX183 RG170 RG177 RG178 RG179	3.3% 0.9% 1.0% 1.4% 1.2% 0.6% 0.3% 2.2% 2.4% 1.0% 2.5% 1.5% 0.6%	33 9 10 14 12 6 3 22 24 10	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	Zone 3 0.0% 0.0%	0	Zone 4		Zone 5		Zone 6		Zone 7	7	Zone	8
GL7 1 GL7 2 GL7 3 GL7 4 GL7 5 GL7 6 GL7 7 OX129 OX181 OX182 OX183 RG170 RG177 RG178	0.9% 1.0% 1.4% 1.2% 0.6% 0.3% 2.2% 2.4% 1.0% 2.5% 1.5%	9 10 14 12 6 3 22 24	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	$0 \\ 0$	0.0%		0.0%	0								
GL7 2 GL7 3 GL7 4 GL7 5 GL7 6 GL7 7 OX129 OX181 OX182 OX183 RG170 RG177 RG178	0.9% 1.0% 1.4% 1.2% 0.6% 0.3% 2.2% 2.4% 1.0% 2.5% 1.5%	9 10 14 12 6 3 22 24	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	$0 \\ 0$	0.0%		0.0%	0								
GL7 3 GL7 4 GL7 5 GL7 6 GL7 7 OX129 OX181 OX182 OX183 RG170 RG177 RG178	1.0% 1.4% 1.2% 0.6% 0.3% 2.2% 2.4% 1.0% 2.5% 1.5%	10 14 12 6 3 22 24	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0%	0			0.070	0	0.0%	0	0.0%	0	0.0%	0	38.4%	33
GL7 4 GL7 5 GL7 6 GL7 7 OX129 OX181 OX182 OX183 RG170 RG177 RG178 RG179	1.4% 1.2% 0.6% 0.3% 2.2% 2.4% 1.0% 2.5% 1.5%	14 12 6 3 22 24	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.0%			0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9
GL7 5 GL7 6 GL7 7 OX129 OX181 OX182 OX183 RG170 RG177 RG178 RG179	1.2% 0.6% 0.3% 2.2% 2.4% 1.0% 2.5% 1.5%	12 6 3 22 24	0.0% 0.0% 0.0% 0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	10
GL7 6 GL7 7 OX129 OX181 OX182 OX183 RG170 RG177 RG178 RG179	0.6% 0.3% 2.2% 2.4% 1.0% 2.5% 1.5%	6 3 22 24	0.0% 0.0% 0.0%	0	0.070	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	16.0% 13.8%	14 12
GL7 7 OX129 OX181 OX182 OX183 RG170 RG177 RG178 RG179	0.3% 2.2% 2.4% 1.0% 2.5% 1.5%	3 22 24	0.0% 0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1.
OX181 OX182 OX183 RG170 RG177 RG178 RG179	2.4% 1.0% 2.5% 1.5%	24		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	
OX182 OX183 RG170 RG177 RG178 RG179	1.0% 2.5% 1.5%			0	0.0%	0	0.0%	0	18.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	(
OX183 RG170 RG177 RG178 RG179	2.5% 1.5%	10	0.0%	0	0.0%	0	0.0%	0	20.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	(
RG170 RG177 RG178 RG179	1.5%	25	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	8.8% 20.9%	10 25	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	
RG177 RG178 RG179		15	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	26.9%	15	0.0%	0	0.0%	0	0.0%	(
RG179	0.070	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	6	0.0%	0	0.0%	0	0.0%	
	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	0.0%	0	0.0%	0	0.0%	(
	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	(
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%	(
SN1 3 SN1 4	0.2% 0.9%	2 9	0.0% 0.0%	0	1.0% 5.1%	2 9	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	(
SN1 4 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%	ì
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%	(
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%	(
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%	(
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%	(
SN105 SN110	2.1% 1.2%	21 12	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	18.1% 0.0%	21	0.0% 6.7%	0 12	0.0% 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%	(
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%	(
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%	(
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%	(
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%	(
SN152 SN153	0.7% 1.5%	7 15	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	4.1% 8.3%	7 15	0.0% 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%	(
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%	(
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%	(
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%	(
SN2 1 SN2 2	1.7% 1.8%	17 18	0.0% 0.0%	0	9.3% 10.2%	17 18	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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%	(
SN2 7	3.5%	35	24.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	0.0%	Ò
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%	(
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%	(
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%	(
SN253 SN254	2.7% 3.3%	27 33	0.0% 0.0%	0	15.3% 18.8%	27 33	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	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%	Č
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%	(
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%	(
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%	(
SN3 3 SN3 4	0.5% 3.5%	5 35	3.6% 24.8%	5 35	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	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%	(
SN3 6	0.7%	7	4.6%	7	0.0%	Ő	0.0%	0	0.0%	0	0.0%	ő	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%	(
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%	(
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%	(
SN4 9 SN5 3	3.3% 0.3%	33	0.0% 0.0%	0	0.0% 0.0%	0	27.6% 2.5%	33	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	(
SN5 4	0.5%	9	0.0%	0	0.0%	0	7.8%	9	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%	(
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%	(
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%	(
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%	(
SN6 6 SN6 7	1.5% 1.1%	15 11	0.0% 0.0%	0	0.0% 0.0%	0	12.9% 0.0%	15 0	0.0% 9.1%	0 11	0.0% 0.0%	0	0.0% 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	9.1% 6.6%	8	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%	(
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%	(
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%	(
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%	(
SN8 3 SN8 4	1.0% 0.7%	10 7	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	17.4% 0.0%	10 0	0.0% 5.9%	0 7	0.0% 0.0%	0	0.0% 0.0%	(

by Zone
Weighted:

Swindon Borough Council Household Survey for Nathaniel Lichfield & Partners

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																	•	
	Total 2		Zone	Zone 1 Zone 2		Zone 3		3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
SN9 5 SN9 6	0.4% 0.7%	4 7	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.7% 5.9%	4 7	0.0% 0.0%	0	0.0% 0.0%	0
Weighted base: Sample:	0.770	1000 1000	0.070	143 135	0.070	177 165	0.070	120 110	0.070	118 110	0.070	57 100	3.570	116 110	0.070	183 170	0.070	86 100
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