



Melton Borough Retail Study 2015

Volume 3

On behalf of **Melton Borough Council**



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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Where did your household last undertake a main food and grocery purchase?																		
Aldi, Belton Road, LOUGHBOROUGH	1.8%	15	1.0%	2	2.9%	4	7.2%	4	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Northgate, NEWARK	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
Aldi, South Parade, GRANTHAM	3.3%	26	1.8%	3	1.5%	2	2.9%	2	1.5%	1	3.8%	3	1.0%	1	13.3%	14	0.0%	0
Aldi, St Georges Retail Park, LEICESTER	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Forest Road, NEW OLLERTON	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
Asda, Inglenook Park, Barkby Thorpe Lane, THURMASTON	2.3%	19	3.3%	6	0.0%	0	1.5%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	18.5%	9
Asda, London Road, NEWARK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	0
Asda, Radford Road, Hyson Green, NOTTINGHAM	0.3%	3	0.0%	0	0.0%	0	2.1%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Union Street, GRANTHAM	4.3%	35	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.8%	2	0.0%	0	29.6%	32	0.0%	0
Co-op (Midlands), 1A Bradgate Lane, ASFORDBY	0.0%	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
Co-op, 13 Queen Street, BOTTESFORD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Co-op (Midlands), 54 Scalford Road, MELTON MOWBRAY	1.2%	10	1.3%	2	2.7%	4	0.8%	0	1.5%	1	1.9%	1	0.0%	0	0.0%	0	0.6%	0
Co-op (Welcome), 186 Broxtowe Lane, Aspley, NOTTINGHAM	0.7%	6	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Midlands), Burley Road, OAKHAM	1.7%	14	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.6%	0	11.2%	11	0.0%	0	0.0%	0
Co-op (Midlands), High Street, SYSTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Farmfoods, 31 Cattlemarket, LOUGHBOROUGH	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 21 Market Street, LOUGHBOROUGH	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sharmans Garage, Wilton Road, MELTON MOWBRAY	0.7%	6	0.0%	0	1.4%	2	0.0%	0	2.6%	2	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Lidl, Unit 5 Markham Retail Park, Ryhall Road, STAMFORD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), 31 Scalford Road, MELTON MOWBRAY	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), 41 High Street, STAMFORD	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
Marks & Spencer (Simply Food), Unit 13-14, The Rushes Retail Development, LOUGHBOROUGH	0.1%	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
Marks & Spencer, 11 High Street, GRANTHAM	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
Marks & Spencer, 32 Stodman Street, NEWARK	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
Marks & Spencer, Fosse Park Shopping Centre, Fosse Park Avenue, LEICESTER	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
Morrisons, Gorse Covert Centre, Maxwell Drive, LOUGHBOROUGH	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
Morrisons, Isaac Newton Centre, Wharfe Road, GRANTHAM	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	12.5%	13	0.0%	0
Morrisons, Kings Road, NEWARK	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Morrisons, Springfield Park,	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

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Leen Drive, Bulwell, NOTTINGHAM																		
Morrisons, Uffington Road, STAMFORD	1.4%	11	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0	9.8%	10	0.0%	0	0.0%	0
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, MELTON	20.4%	164	44.2%	83	24.5%	36	15.9%	9	22.7%	19	7.5%	6	6.2%	6	4.3%	5	3.9%	2
MOWBRAY																		
Sainsbury's, 5 Belgrave Road, LEICESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.6%	1
Sainsbury's, 58-62 Humberstone Gate, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Ashby Road, LOUGHBOROUGH	0.0%	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
Sainsbury's, Castle Bridge Road, NOTTINGHAM	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Glen Road, Oadby, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, London Road, GRANTHAM	2.0%	16	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.4%	2	0.7%	1	12.7%	14	0.0%	0
Sainsbury's, Nottingham Road, MELTON	16.0%	129	18.5%	35	15.5%	23	21.7%	12	28.8%	23	25.8%	20	7.5%	7	3.7%	4	9.4%	5
MOWBRAY																		
Sainsbury's Local, Nuthall Road, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (at Jacksons), 150 Hinckley Road, Leicester Forest East, LEICESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's (at Jacksons), St. Andrews Drive, Bede Island, LEICESTER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, LEICESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Extra, 2 Maidenwell Avenue, Hamilton, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Extra, Park Road, LOUGHBOROUGH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Tesco Superstore, 96 South Street, OAKHAM	4.7%	38	0.7%	1	0.0%	0	5.3%	3	0.0%	0	0.0%	0	33.7%	34	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, MELTON	13.3%	107	10.5%	20	23.1%	34	16.9%	9	16.1%	13	28.7%	22	5.8%	6	1.9%	2	2.8%	1
MOWBRAY																		
Tesco Express, 176 Winchester Road, Barrowby Gate, GRANTHAM	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
Tesco Express, Nottingham Road, MELTON	2.1%	17	4.3%	8	1.4%	2	2.9%	2	3.7%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0
MOWBRAY																		
Tesco Express, Unit 1, Ryder Road, Kirby Frith, LEICESTER	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
Waitrose, Ossington Way, NEWARK	0.9%	7	0.0%	0	4.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local stores, Bottesford	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
Local stores, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside catchment area	1.9%	15	0.7%	1	0.0%	0	2.0%	1	0.6%	0	1.9%	1	6.6%	7	2.0%	2	4.5%	2
Sainsbury's, Melton Road, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Aldi, Melton Road, Syston	1.7%	13	1.0%	2	0.0%	0	0.6%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	11.6%	6
M&S Simply Food, Thorpe Lane, Thurmaston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Tesco Metro, Melton Road, Syston	1.5%	12	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	21.4%	11
Internet / delivered	8.1%	65	8.3%	15	10.9%	16	7.9%	4	4.6%	4	8.9%	7	8.4%	8	8.9%	10	2.2%	1
(Don't know / can't remember)	1.2%	9	3.7%	7	0.0%	0	0.6%	0	0.6%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
(Don't do this type of	1.0%	8	0.5%	1	2.0%	3	0.6%	0	0.0%	0	0.6%	0	2.1%	2	1.3%	1	0.6%	0

Column %ges.

Melton Household Survey for Peter Brett Associates

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping)									
Weighted base:	805	187	147	56	81	76	100	107	50
Sample:	805	100	100	101	100	100	100	100	104

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?																		
<i>Those who specified a location at Q01</i>																		
Aldi, Belton Road, LOUGHBOROUGH	2.5%	19	3.4%	6	2.9%	4	6.5%	4	1.5%	1	5.9%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Northgate, NEWARK	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
Aldi, South Parade, GRANTHAM	3.8%	30	4.9%	9	0.0%	0	3.0%	2	1.6%	1	3.6%	3	2.9%	3	12.4%	13	0.0%	0
Aldi, St Georges Retail Park, LEICESTER	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Forest Road, NEW OLLERTON	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
Asda, Inglenook Park, Barkby Thorpe Lane, THURMASTON	2.7%	21	5.1%	9	1.1%	2	2.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	8
Asda, London Road, NEWARK	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
Asda, Radford Road, Hyson Green, NOTTINGHAM	0.2%	2	0.0%	0	0.0%	0	2.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Union Street, GRANTHAM	5.0%	39	0.7%	1	1.8%	3	0.8%	0	0.0%	0	5.3%	4	0.0%	0	29.0%	31	0.0%	0
Co-op, 13 Queen Street, BOTTFESFORD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Co-op, High Street, Corby Glen, GRANTHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Co-op (Midlands), 54 Scalford Road, MELTON MOWBRAY	1.4%	11	1.8%	3	2.7%	4	3.0%	2	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.6%	0
Co-op (Welcome), 186 Broxtowe Lane, Aspley, NOTTINGHAM	0.7%	6	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Midlands), Burley Road, OAKHAM	3.0%	23	0.0%	0	1.4%	2	1.2%	1	0.0%	0	0.6%	0	21.1%	20	0.0%	0	0.0%	0
Co-op (Midlands), High Street, SYSTON	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Farmfoods, 31 Cattlemarket, LOUGHBOROUGH	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
Iceland, 21 Market Street, LOUGHBOROUGH	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
Iceland, Sharmans Garage, Wilton Road, MELTON MOWBRAY	0.8%	6	0.0%	0	1.1%	2	0.8%	0	3.0%	2	0.6%	0	0.0%	0	0.6%	1	0.6%	0
Lidl, 47-51 Watergate, GRANTHAM	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Lidl, Unit 5 Markham Retail Park, Ryhall Road, STAMFORD	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0
Marks & Spencer, 1 Albert Street, NOTTINGHAM	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 11 High Street, GRANTHAM	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0
Marks & Spencer, Fosse Park Shopping Centre, Fosse Park Avenue, LEICESTER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1
Morrisons, Freemans Park, Aylestone Road, LEICESTER	0.9%	7	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert Centre, Maxwell Drive, LOUGHBOROUGH	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
Morrisons, Isaac Newton Centre, Wharfe Road, GRANTHAM	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	8.7%	9	0.0%	0
Morrisons, Kings Road, NEWARK	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Uffington Road, STAMFORD	1.5%	12	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	10.9%	10	0.0%	0	0.0%	0
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, MELTON MOWBRAY	15.9%	126	24.2%	43	26.1%	38	13.0%	7	25.1%	20	9.3%	7	3.4%	3	5.0%	5	2.8%	1
Sainsbury's, 22-30 Bell Street, Wigston,	0.0%	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

Column %ges.

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
LEICESTER																		
Sainsbury's, 5 Belgrave Road, LEICESTER	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Sainsbury's, Castle Bridge Road, NOTTINGHAM	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Glen Road, Oadby, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, London Road, GRANTHAM	1.5%	12	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	10.6%	11	0.0%	0
Sainsbury's, Nottingham Road, MELTON	16.4%	129	22.7%	41	15.0%	22	23.0%	13	27.8%	22	18.1%	14	11.6%	11	2.5%	3	8.6%	4
MOWBRAY																		
Sainsbury's Local, Nuthall Road, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (at Jacksons), 150 Hinckley Road, Leicester Forest East, LEICESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's (at Jacksons), 37-35 Lenton Boulevard, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (at Jacksons), St. Andrews Drive, Bede Island, LEICESTER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, LEICESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Tesco Extra, 2 Maidenwell Avenue, Hamilton, LEICESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Extra, Park Road, LOUGHBOROUGH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Extra, Top Valley Drive, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Superstore, 96 South Street, OAKHAM	2.8%	22	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	20.3%	20	0.0%	0	0.0%	0
Tesco Superstore, Forest Road, NEW OLLERTON	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
Tesco Superstore, Thorpe Road, MELTON	13.3%	105	12.4%	22	20.4%	29	16.2%	9	15.4%	12	29.7%	22	5.0%	5	2.6%	3	3.9%	2
MOWBRAY																		
Tesco Metro, 46-51 High Street, STAMFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	0
Tesco Express, 176 Winchester Road, Barrowby Gate, GRANTHAM	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
Tesco Express, Nottingham Road, MELTON	2.9%	23	6.8%	12	1.4%	2	3.0%	2	3.7%	3	5.0%	4	0.0%	0	0.0%	0	0.0%	0
MOWBRAY																		
Tesco Express, Unit 1, Ryder Road, Kirby Frith, LEICESTER	0.4%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waitrose, Ossington Way, NEWARK	1.2%	10	0.0%	0	4.1%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Local stores, Asfordby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Asfordby Hill	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Bottesford	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
Local stores, Melton Mowbray	0.4%	3	0.7%	1	0.0%	0	1.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Stathern	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
Other - Outside catchment area	1.5%	12	0.0%	0	0.0%	0	1.2%	1	2.0%	2	1.3%	1	6.6%	6	0.0%	0	4.5%	2
Sainsbury's, Melton Road, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Aldi, Melton Road, Syston	3.7%	29	8.3%	15	1.3%	2	1.4%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0	15.2%	8
Local shops, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
M&S Simply Food, Thorpe Lane, Thurmaston	0.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4
Tesco Metro, Melton Road, Syston	1.0%	8	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	11.7%	6
Internet / delivered	7.0%	55	4.0%	7	11.1%	16	3.6%	2	4.3%	3	9.1%	7	9.8%	9	8.3%	9	2.2%	1
(Don't know / can't remember)	1.0%	8	0.0%	0	0.0%	0	5.1%	3	0.0%	0	4.0%	3	0.7%	1	1.3%	1	0.6%	0

Column %ges.

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Weighted base:	787	179	144	55	81	76	96	106	50
Sample:	789	98	97	99	99	99	95	99	103

Q03 What form of transport do you use to visit your main food shopping destination?*Those who specified a location, but not those who shop online at Q01*

Car - Driver	83.1%	600	80.5%	132	68.6%	88	92.4%	47	86.9%	67	85.1%	59	85.3%	75	91.9%	89	89.4%	44
Car - Passenger	8.0%	58	12.4%	20	4.9%	6	3.9%	2	6.3%	5	9.4%	6	10.0%	9	5.3%	5	8.6%	4
Bus	2.4%	17	1.1%	2	2.2%	3	2.2%	1	3.3%	3	4.8%	3	3.9%	3	1.4%	1	1.3%	1
Cycle	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
Disabled vehicle (e.g. mobility scooter)	0.2%	2	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.2%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.7%	34	2.6%	4	22.5%	29	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	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 know / varies)	0.9%	6	1.4%	2	0.6%	1	0.6%	0	1.5%	1	0.7%	0	0.8%	1	0.0%	0	0.7%	0
(Don't travel - goods delivered)	0.4%	3	1.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	722	164	128	50	77	69	88	96	49									
Sample:	748	92	92	94	95	93	92	89	101									

Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones? [MR]*Those who specified a location, but not those who shop online at Q01*

Yes - other food shops	12.4%	89	9.7%	16	6.9%	9	15.9%	8	17.1%	13	8.7%	6	20.0%	18	14.1%	14	13.0%	6
Yes - other non food shops (clothing, footwear, electrical etc)	13.3%	96	11.3%	19	6.9%	9	15.7%	8	19.7%	15	18.1%	12	16.6%	15	8.5%	8	21.0%	10
Yes - pubs, restaurants or cafes	6.9%	50	3.3%	5	12.0%	15	13.6%	7	1.4%	1	7.9%	5	10.3%	9	5.1%	5	3.3%	2
Yes - financial service (i.e. bank, building society)	4.1%	30	1.1%	2	0.0%	0	10.4%	5	5.3%	4	8.2%	6	3.9%	3	5.3%	5	8.6%	4
Yes - other service (e.g. hairdresser, travel agent, estate agent)	2.2%	16	0.0%	0	6.1%	8	3.5%	2	0.6%	0	4.8%	3	0.8%	1	2.0%	2	0.0%	0
Yes - leisure activity	3.4%	25	0.0%	0	5.2%	7	0.0%	0	6.6%	5	4.4%	3	5.0%	4	5.7%	5	0.0%	0
Get petrol	1.2%	9	0.0%	0	2.2%	3	3.2%	2	1.5%	1	0.7%	0	0.0%	0	1.0%	1	3.3%	2
Work	2.6%	19	0.8%	1	0.0%	0	5.5%	3	1.5%	1	1.4%	1	4.2%	4	7.0%	7	4.4%	2
Visit friends / family	1.6%	11	0.8%	1	1.2%	2	4.6%	2	2.1%	2	2.4%	2	0.8%	1	1.0%	1	2.7%	1
School - run	0.8%	6	1.4%	2	0.0%	0	4.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical appointment	0.2%	2	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit market	0.4%	3	0.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0
No	55.8%	403	69.9%	115	61.5%	79	34.4%	17	53.7%	42	55.2%	38	46.5%	41	49.0%	47	49.8%	24
(Don't know / varies)	6.6%	48	3.9%	6	12.7%	16	1.9%	1	4.4%	3	4.0%	3	6.4%	6	10.2%	10	5.6%	3
Weighted base:	722	164	128	50	77	69	88	96	49									
Sample:	748	92	92	94	95	93	92	89	101									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Mean score [£]:																		
Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?																		
<i>Those who specified a location at Q01</i>																		
£1 - 10	0.7%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.6%	1	1.9%	1
£11 - 20	1.9%	15	0.0%	0	6.3%	9	1.2%	1	1.1%	1	1.9%	1	1.4%	1	0.0%	0	2.6%	1
£21 - 30	3.6%	28	1.7%	3	2.7%	4	4.1%	2	6.4%	5	1.5%	1	5.0%	5	5.4%	6	3.9%	2
£31 - 40	8.8%	69	17.3%	31	7.1%	10	6.5%	4	7.2%	6	5.0%	4	3.6%	3	7.2%	8	6.5%	3
£41 - 50	12.3%	97	12.4%	22	19.3%	28	10.2%	6	11.6%	9	13.6%	10	13.0%	13	4.8%	5	8.2%	4
£51 - 60	9.7%	76	7.6%	14	7.9%	11	9.1%	5	11.9%	10	8.2%	6	7.0%	7	15.3%	16	15.5%	8
£61 - 70	9.3%	73	5.6%	10	13.6%	20	11.5%	6	8.3%	7	8.2%	6	16.7%	16	5.4%	6	5.2%	3
£71 - 80	11.6%	91	11.1%	20	6.8%	10	10.9%	6	17.1%	14	12.9%	10	17.1%	16	11.3%	12	7.1%	4
£81 - 90	5.5%	43	7.7%	14	6.0%	9	9.5%	5	2.5%	2	8.6%	6	1.4%	1	2.2%	2	6.1%	3
£91 - 100	11.3%	89	14.6%	26	3.8%	5	13.6%	7	9.4%	8	19.1%	14	5.8%	6	15.6%	17	11.4%	6
£101 - 150	9.8%	77	8.7%	16	9.0%	13	5.9%	3	15.9%	13	8.2%	6	5.6%	5	12.9%	14	14.6%	7
£151 - 200	2.1%	16	3.8%	7	0.0%	0	2.4%	1	0.0%	0	3.8%	3	0.0%	0	4.9%	5	0.0%	0
£201+	0.6%	5	0.7%	1	0.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.9%	0
(Don't know / varies)	9.8%	77	6.9%	12	7.5%	11	10.9%	6	8.8%	7	6.3%	5	20.4%	20	9.0%	10	14.2%	7
(Refused)	3.2%	25	0.5%	1	9.6%	14	3.6%	2	0.0%	0	2.1%	2	2.2%	2	3.5%	4	1.9%	1
<i>Mean:</i>		76.54		77.09		67.97		80.01		76.09		81.87		67.41		87.93		77.88
Weighted base:		787		179		144		55		81		76		96		106		50
Sample:		789		98		97		99		99		99		95		99		103

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Less often = 0.1

Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?

Those who specified a location at Q01

Everyday	0.5%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.4%	2	0.6%	1	0.0%	0
5 - 6 times a week	0.8%	7	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
3 - 4 times a week	4.0%	32	3.7%	7	10.6%	15	2.2%	1	0.0%	0	2.3%	2	5.3%	5	0.9%	1	1.9%	1
Twice a week	9.0%	71	8.6%	15	9.9%	14	7.5%	4	8.4%	7	6.5%	5	14.7%	14	6.5%	7	8.2%	4
Once a week	69.4%	546	67.7%	121	61.7%	89	80.2%	44	72.9%	59	74.4%	56	70.6%	68	73.6%	78	61.9%	31
Once every two weeks	9.8%	77	14.4%	26	6.5%	9	4.4%	2	15.5%	13	4.4%	3	4.2%	4	9.9%	10	17.9%	9
Once a month	4.0%	31	4.6%	8	3.5%	5	0.6%	0	3.2%	3	9.2%	7	1.4%	1	3.3%	3	6.9%	3
Less often	0.6%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.9%	1	0.0%	0	2.8%	3	0.0%	0
(Don't know / varies)	1.9%	15	1.0%	2	3.8%	5	2.7%	1	0.0%	0	1.3%	1	1.4%	1	1.7%	2	3.2%	2
<i>Mean:</i>		1.18		1.08		1.51		1.21		0.98		1.02		1.40		1.06		0.99
Weighted base:		787		179		144		55		81		76		96		106		50
Sample:		789		98		97		99		99		99		95		99		103

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller / 'basket' shopping purchases which are not part of your main food and groceries shop)																		
Aldi, Belton Road, LOUGHBOROUGH	0.9%	7	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Parade, GRANTHAM	0.5%	4	0.0%	0	0.7%	1	0.8%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	2	0.0%	0
Aldi, St Georges Retail Park, LEICESTER	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, THURMASTON	0.4%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda, Union Street, GRANTHAM	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	6.1%	7	0.0%	0
Co-op (Midlands), 1A Bradgate Lane, ASFORDBY	1.5%	12	0.0%	0	0.0%	0	1.6%	1	13.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 13 Queen Street, BOTTESFORD	3.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	31	0.0%	0
Co-op (Welcome), 37 High Street, Colsterworth, GRANTHAM	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
Co-op (Midlands), 26/30 High Street, Fleckney, LEICESTER	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Midlands), 6 Croft Road, Cosby, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op (Midlands), 54 Salford Road, MELTON MOWBRAY	2.4%	19	1.9%	4	7.1%	10	2.7%	2	0.8%	1	2.1%	2	0.0%	0	1.3%	1	0.0%	0
Co-op (Midlands), Burley Road, OAKHAM	2.6%	21	1.9%	4	0.0%	0	2.3%	1	0.0%	0	0.6%	0	15.4%	15	0.0%	0	0.0%	0
Co-op (Midlands), High Street, SYSTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Iceland, Sharmans Garage, Wilton Road, MELTON MOWBRAY	1.2%	10	4.2%	8	1.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lidl, 227 Loughborough Road, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	0
Lidl, 47-51 Watergate, GRANTHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0
Marks & Spencer (Simply Food), 31 Salford Road, MELTON MOWBRAY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Unit 13-14, The Rushes Retail Development, LOUGHBOROUGH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 1 Albert Street, NOTTINGHAM	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%	0
Marks & Spencer, 18 Gallowtree Gate, LEICESTER	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer, 32 Stodman Street, NEWARK	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
Marks & Spencer, Fosse Park Shopping Centre, Fosse Park Avenue, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Morrisons, Gorse Covert Centre, Maxwell Drive, LOUGHBOROUGH	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
Morrisons, Isaac Newton Centre, Wharfe Road, GRANTHAM	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	1	4.3%	5	0.0%	0
Morrisons, Springfield Park, Leen Drive, Bulwell, NOTTINGHAM	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
Morrisons, Uffington Road, STAMFORD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Morrisons, Vale of Belvoir	10.6%	85	20.9%	39	15.1%	22	11.5%	6	10.8%	9	3.4%	3	4.2%	4	1.5%	2	0.6%	0

Column %ges.

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Shopping Centre, Sherrard Street, MELTON MOWBRAY																		
Sainsbury's, London Road, GRANTHAM	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0		
Sainsbury's, Nottingham Road, MELTON MOWBRAY	8.5%	68	16.3%	31	13.1%	19	8.0%	4	13.1%	11	3.1%	2	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, 100 Nottingham Road, KEYWORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (at Jacksons), 150 Hinckley Road, Leicester Forest East, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, LEICESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Extra, 2 Maidenwell Avenue, Hamilton, LEICESTER	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, LOUGHBOROUGH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Superstore, 96 South Street, OAKHAM	1.9%	15	1.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	12.2%	12	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, MELTON MOWBRAY	3.3%	26	0.5%	1	7.0%	10	3.2%	2	4.5%	4	10.6%	8	0.0%	0	0.9%	1	1.7%	1
Tesco Express, 176 Winchester Road, Barrowby Gate, GRANTHAM	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
Tesco Express, 80 Aberdale Road, LEICESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Express, Nottingham Road, MELTON MOWBRAY	1.9%	16	1.3%	2	2.9%	4	2.9%	2	6.8%	6	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Unit 1, Ryder Road, Kirby Frith, LEICESTER	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
Local stores, Asfordby	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
Local stores, Bottesford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Local stores, Croxton Kerrial	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%	0
Local stores, Long Clawson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Melton Mowbray	5.4%	43	13.2%	25	8.2%	12	4.7%	3	1.1%	1	1.5%	1	0.0%	0	1.3%	1	0.6%	0
Local stores, Somerby	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Stathern	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.6%	1	0.0%	0
Local stores, Waltham in the Wolds	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
Other - Outside catchment area	3.3%	27	0.7%	1	2.9%	4	3.2%	2	5.6%	5	3.4%	3	4.2%	4	0.9%	1	14.1%	7
Sainsbury's, Melton Road, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Aldi, Melton Road, Syston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.6%	1
Local shops, East Goscote	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Local shops, Oakham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
M&S Simply Food, Thorpe Lane, Thurmaston	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Tesco Metro, Melton Road, Syston	1.2%	9	0.0%	0	0.0%	0	4.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	6
Spar, Valley Road, Melton Mowbray	0.3%	3	0.7%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Upper Broughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harby	0.3%	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
Local shops, Cottesmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Whissendine	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0
Marks & Spencer, Egerton Park BP, Leicester Road, Melton Mowbray	0.4%	4	1.8%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cossington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local shops, Thrussington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Local shops, Wanlip	0.0%	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

Column %ges.

Melton Household Survey for Peter Brett Associates

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Internet / delivered	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.7%	1	0.6%	1	0.0%	0
(Don't know / can't remember)	2.1%	17	0.7%	1	0.0%	0	1.6%	1	4.8%	4	3.0%	2	7.3%	7	0.6%	1	0.6%	0
(Don't do this type of shopping)	37.8%	304	30.8%	58	33.3%	49	46.6%	26	29.6%	24	47.5%	36	43.2%	43	43.6%	47	42.6%	21
Weighted base:	805	187	147	56	81	76	100	107	50									
Sample:	805	100	100	101	100	100	100	100	104									

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q08 And where did you go for top-up food shopping the time before that?																		
<i>Those who specified a location at Q07</i>																		
Aldi, Belton Road, LOUGHBOROUGH	1.4%	7	0.0%	0	7.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Parade, GRANTHAM	1.1%	6	0.0%	0	1.1%	1	1.6%	0	0.0%	0	1.8%	1	2.8%	1	3.2%	2	0.0%	0
Aldi, St Georges Retail Park, LEICESTER	0.5%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Inglenook Park, Barkby Thorpe Lane, THURMASTON	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Asda, Radford Road, Hyson Green, NOTTINGHAM	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Union Street, GRANTHAM	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	6.4%	4	0.0%	0
Co-op (Midlands), 1A Bradgate Lane, ASFORDBY	2.6%	13	0.0%	0	0.0%	0	2.7%	1	22.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 13 Queen Street, BOTTFESFORD	4.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	23	0.0%	0
Co-op (Welcome), 37 High Street, Colsterworth, GRANTHAM	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Welcome), Main Street, KEYWORTH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Midlands), 26/30 High Street, Fleckney, LEICESTER	0.4%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Midlands), 6 Croft Road, Cosby, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Co-op (Midlands), 54 Scalford Road, MELTON MOWBRAY	4.0%	19	3.8%	5	11.4%	11	2.3%	1	1.2%	1	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-op (Midlands), Burley Road, OAKHAM	3.8%	18	2.8%	4	0.0%	0	1.6%	0	0.0%	0	1.3%	0	27.6%	14	0.0%	0	0.0%	0
Co-op (Midlands), High Street, SYSTON	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Iceland, Sharmans Garage, Wilton Road, MELTON MOWBRAY	2.6%	13	6.2%	8	3.7%	4	1.1%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 227 Loughborough Road, LEICESTER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Lidl, 47-51 Watergate, GRANTHAM	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0
Marks & Spencer (Simply Food), 31 Scalford Road, MELTON MOWBRAY	0.4%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Unit 13-14, The Rushes Retail Development, LOUGHBOROUGH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 18 Gallowtree Gate, LEICESTER	0.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.1%	0
Marks & Spencer, 32 Stodman Street, NEWARK	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert Centre, Maxwell Drive, LOUGHBOROUGH	0.2%	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
Morrisons, Isaac Newton Centre, Wharfe Road, GRANTHAM	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	9.7%	6	0.0%	0
Morrisons, Springfield Park, Leen Drive, Bulwell, NOTTINGHAM	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uffington Road, STAMFORD	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, MELTON	17.4%	84	35.5%	46	21.3%	21	14.0%	4	13.0%	7	6.8%	3	7.0%	3	1.1%	1	1.1%	0

Column %ges.

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
MOWBRAY																		
Sainsbury's, 22-30 Bell Street, Wigston, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's, London Road, GRANTHAM	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Sainsbury's, Nottingham Road, MELTON	12.1%	58	14.3%	18	17.5%	17	20.5%	6	16.6%	9	17.1%	6	2.0%	1	1.1%	1	0.0%	0
MOWBRAY																		
Sainsbury's Local, 100 Nottingham Road, KEYWORTH	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (at Jacksons), 150 Hinckley Road, Leicester Forest East, LEICESTER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Tesco Extra, 1 Bradgate Mall, Beaumont Shopping Centre, LEICESTER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Tesco Extra, 2 Maidenwell Avenue, Hamilton, LEICESTER	0.1%	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
Tesco Extra, Park Road, LOUGHBOROUGH	0.2%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Tesco Superstore, 96 South Street, OAKHAM	4.1%	20	2.0%	3	0.0%	0	3.4%	1	0.0%	0	0.0%	0	33.1%	16	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, MELTON	5.8%	28	3.8%	5	9.7%	10	8.6%	2	7.1%	4	14.4%	5	0.0%	0	3.2%	2	0.0%	0
MOWBRAY																		
Tesco Metro, 46-51 High Street, STAMFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Express, 80 Aberdale Road, LEICESTER	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Tesco Express, Nottingham Road, MELTON	2.6%	13	3.3%	4	0.0%	0	5.6%	2	11.0%	6	3.0%	1	0.0%	0	0.0%	0	0.0%	0
MOWBRAY																		
Tesco Express, Unit 1, Ryder Road, Kirby Frith, LEICESTER	0.6%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ossington Way, NEWARK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Local stores, Asfordby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Bottesford	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0
Local stores, Croxton Kerrial	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Frisby on the Wreake	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Long Clawson	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Melton Mowbray	9.6%	47	20.9%	27	15.5%	15	9.0%	3	0.0%	0	1.8%	1	0.0%	0	2.3%	1	0.0%	0
Local stores, Stathern	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	4	0.0%	0	1.1%	1	0.0%	0
Local stores, Waltham in the Wolds	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%	0
Other - Outside catchment area	5.6%	27	0.0%	0	4.3%	4	7.2%	2	6.3%	3	11.9%	4	6.2%	3	4.6%	3	25.2%	7
Sainsbury's, Melton Road, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Aldi, Melton Road, Syston	0.7%	4	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	6.8%	2
Local shops, East Goscote	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Local shops, Oakham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Local shops, Syston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
M&S Simply Food, Thorpe Lane, Thurmaston	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Tesco Metro, Melton Road, Syston	2.0%	10	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	7
Spar, Valley Road, Melton Mowbray	0.6%	3	2.0%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Upper Broughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Cottesmore	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Local shops, Whissendine	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Local shops, Harlaxton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Marks & Spencer, Egerton Park BP, Leicester Road,	0.3%	1	0.7%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Melton Mowbray																		
Local shops, Thrussington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Local shops, Wanlip	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Internet / delivered	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	5.8%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.4%	7	0.0%	0	1.6%	2	0.0%	0	3.4%	2	4.3%	2	0.0%	0	1.6%	1	3.4%	1
Weighted base:	484	128	98	29	53	38	49	60	29									
Sample:	461	64	70	49	66	48	50	58	56									

Mean score [£]:

Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?*Those who specified a location at Q07*

£1 - 10	27.1%	131	34.7%	44	32.1%	32	33.9%	10	27.9%	15	17.2%	6	20.6%	10	17.4%	10	12.9%	4
£11 - 20	33.9%	164	39.0%	50	28.3%	28	32.2%	9	37.5%	20	28.0%	11	31.7%	16	27.5%	16	51.0%	15
£21 - 30	13.5%	65	9.4%	12	8.6%	8	15.4%	4	16.4%	9	30.0%	11	15.4%	8	11.9%	7	19.3%	6
£31 - 40	5.9%	28	2.7%	3	3.7%	4	7.5%	2	5.4%	3	8.9%	3	7.0%	3	12.6%	8	7.3%	2
£41 - 50	3.9%	19	4.8%	6	2.4%	2	5.0%	1	5.3%	3	5.8%	2	1.4%	1	4.3%	3	2.3%	1
£51 - 60	0.2%	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
£61 - 70	0.5%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
£71 - 80	2.0%	10	1.0%	1	8.1%	8	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - 90	1.2%	6	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - 100	0.1%	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
£101 - 150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.9%	48	8.4%	11	7.2%	7	2.7%	1	7.5%	4	5.0%	2	18.3%	9	22.5%	13	3.4%	1
(Refused)	1.8%	9	0.0%	0	1.9%	2	1.1%	0	0.0%	0	5.0%	2	2.8%	1	3.9%	2	3.8%	1
Mean:	21.76	18.46	28.58	20.47	19.43	22.52	20.78	21.78	19.56									
Weighted base:	484	128	98	29	53	38	49	60	29									
Sample:	461	64	70	49	66	48	50	58	56									

Q10 Does your household also spend money on food and groceries in small shops? (i.e., not supermarkets)

Yes	42.2%	340	39.7%	74	31.9%	47	51.5%	29	41.6%	34	58.7%	45	44.2%	44	40.0%	43	47.7%	24
No	57.8%	465	60.3%	113	68.1%	100	48.5%	27	58.4%	48	41.3%	31	55.8%	56	60.1%	64	52.3%	26
Weighted base:	805	187	147	56	81	76	100	107	50									
Sample:	805	100	100	101	100	100	100	100	104									

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 Where are these small shops located?																		
<i>Those who use small shops at Q10</i>																		
Local stores, Asfordby	3.1%	11	1.7%	1	0.0%	0	2.7%	1	25.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Asfordby Hill	0.1%	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
Local stores, Bottesford	5.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.9%	20	0.0%	0
Local stores, Croxton Kerrial	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Frisby on the Wreake	0.6%	2	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Long Clawson	2.6%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	0	16.4%	7	0.0%	0	2.2%	1	0.0%	0
Local stores, Melton Mowbray	52.8%	179	98.3%	73	76.8%	36	53.6%	15	37.3%	13	48.0%	21	27.2%	12	13.9%	6	11.3%	3
Local stores, Somerby	2.4%	8	0.0%	0	12.6%	6	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Stathern	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	5	0.0%	0	1.6%	1	0.0%	0
Local stores, Waltham in the Woods	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Wymondham	0.9%	3	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Other - Outside catchment area	8.4%	28	0.0%	0	0.0%	0	2.7%	1	13.0%	4	5.1%	2	12.6%	6	26.8%	11	16.2%	4
Local shops, East Goscote	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	4
Local shops, Oakham	3.6%	12	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	25.7%	11	0.0%	0	0.0%	0
Local shops, Syston	4.8%	16	0.0%	0	8.3%	4	11.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.3%	9
Local shops, Upper Broughton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harby	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	7	0.0%	0	0.0%	0	0.0%	0
Local shops, Cottesmore	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0
Local shops, Market Overton	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	8	0.0%	0	0.0%	0
Local shops, Whissendine	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
Local shops, Harlaxton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Local shops, Knipton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Local shops, Cossington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Local shops, Thrussington	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	3
(Don't know / can't remember)	3.1%	11	0.0%	0	2.3%	1	4.6%	1	17.1%	6	1.1%	0	0.0%	0	2.2%	1	4.0%	1
Weighted base:		340		74		47		29		34		45		44		43		24
Sample:		365		41		37		56		38		53		42		44		54

Mean score [£]:**Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?***Those who use small shops at Q10*

£1 - 10	37.9%	129	44.0%	33	24.9%	12	40.8%	12	43.7%	15	46.1%	21	41.0%	18	25.3%	11	35.1%	8
£11 - 20	23.7%	80	26.4%	20	27.6%	13	21.4%	6	26.6%	9	20.1%	9	20.3%	9	16.3%	7	32.4%	8
£21 - 30	8.4%	28	1.7%	1	15.6%	7	11.1%	3	0.0%	0	11.3%	5	7.2%	3	14.7%	6	8.9%	2
£31 - 40	2.6%	9	3.2%	2	0.0%	0	2.7%	1	1.9%	1	2.1%	1	8.5%	4	0.0%	0	1.3%	0
£41 - 50	1.0%	4	1.2%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	1.6%	1	3.2%	1
£51 - 60	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
£61 - 70	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - 80	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	1	0.0%	0
£81 - 90	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
£91 - 100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - 150	0.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	18.7%	64	23.5%	17	8.3%	4	13.0%	4	22.4%	8	9.0%	4	19.9%	9	34.5%	15	14.1%	3
(Refused)	5.7%	19	0.0%	0	21.3%	10	7.6%	2	1.9%	1	5.1%	2	1.6%	1	5.4%	2	5.0%	1
Mean:		16.17		13.66		17.80		17.02		14.14		20.11		14.39		18.38		14.84
Weighted base:		340		74		47		29		34		45		44		43		24
Sample:		365		41		37		56		38		53		42		44		54

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Mean score [%]:																		
Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the Internet?																		
1 - 5%	0.9%	7	0.7%	1	0.0%	0	0.0%	0	1.5%	1	2.8%	2	0.0%	0	1.8%	2	0.6%	0
6 - 10%	1.7%	14	4.9%	9	0.0%	0	2.0%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0
11 - 20%	1.5%	12	1.4%	3	4.0%	6	0.0%	0	1.1%	1	1.7%	1	0.0%	0	0.9%	1	0.6%	0
21 - 30%	2.0%	16	1.9%	4	1.4%	2	2.3%	1	2.2%	2	3.4%	3	3.2%	3	1.8%	2	0.0%	0
31 - 40%	1.3%	11	0.7%	1	4.5%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	2.3%	1
41 - 50%	1.9%	15	0.7%	1	0.0%	0	2.7%	1	3.7%	3	0.9%	1	0.0%	0	7.0%	8	1.9%	1
51 - 60%	0.5%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
61 - 70%	0.9%	7	1.9%	4	0.0%	0	5.0%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
71 - 80%	2.4%	19	1.9%	4	2.0%	3	2.7%	2	0.6%	0	1.5%	1	3.2%	3	5.9%	6	0.0%	0
81 - 90%	2.4%	19	0.0%	0	4.7%	7	0.6%	0	5.5%	4	6.1%	5	1.0%	1	1.5%	2	0.0%	0
91 - 99%	3.1%	25	5.0%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	12.3%	12	2.3%	2	0.9%	0
100%	1.6%	13	1.9%	4	1.4%	2	0.0%	0	0.0%	0	1.6%	1	1.0%	1	3.8%	4	1.3%	1
(Don't know / varies)	3.2%	25	5.6%	11	5.3%	8	3.3%	2	1.5%	1	0.0%	0	1.2%	1	1.7%	2	2.3%	1
(Refused)	0.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0
Nothing - NO spending on food and grocery is done using the internet	76.4%	615	73.2%	137	74.5%	110	79.6%	44	80.1%	65	78.6%	60	78.2%	78	70.6%	76	89.1%	45
<i>Mean:</i>	59.48	54.38	56.97	56.95	45.59	56.52	81.92	64.31	48.37									
Weighted base:	805	187	147	56	81	76	100	107	50									
Sample:	805	100	100	101	100	100	100	100	104									

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?																		
Sainsbury's, Nottingham Road, Melton Mowbray	2.0%	16	1.3%	2	5.0%	7	4.4%	2	1.5%	1	2.1%	2	0.7%	1	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.7%	6	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Victoria retail park, Nottingham	0.7%	6	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	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
Bottesford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Central London	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.4%	1	0.0%	0	5.5%	3
Corby	1.0%	8	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.0%	0
Frisby on the Wreake	0.9%	7	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	6.9%	56	2.9%	5	2.9%	4	0.0%	0	1.1%	1	12.4%	9	6.2%	6	27.5%	30	0.0%	0
Leicester	21.6%	174	34.0%	63	21.3%	31	23.2%	13	29.0%	24	11.1%	8	9.0%	9	5.4%	6	38.1%	19
Loughborough	1.5%	12	3.5%	7	0.0%	0	4.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Melton Mowbray	12.6%	101	20.3%	38	14.6%	22	15.6%	9	13.3%	11	8.4%	6	7.4%	7	4.3%	5	7.5%	4
Newark	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	8.1%	9	0.0%	0
Nottingham	11.1%	89	1.7%	3	6.1%	9	8.1%	5	16.7%	14	26.6%	20	6.3%	6	29.6%	32	1.5%	1
Oakham	1.7%	14	0.0%	0	0.5%	1	1.2%	1	0.8%	1	0.6%	0	11.1%	11	0.0%	0	0.6%	0
Peterborough	2.0%	16	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	15.4%	15	0.0%	0	0.0%	0
Stamford	0.7%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Syston	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Thurmaston	4.1%	33	8.9%	17	2.4%	4	1.6%	1	8.7%	7	0.9%	1	0.0%	0	0.0%	0	8.0%	4
Castle Marina Retail Park, Nottingham	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	0.6%	5	0.0%	0	1.4%	2	0.0%	0	0.8%	1	1.3%	1	0.0%	0	1.3%	1	0.0%	0
East Midlands Designer Outlet (McArthur Glen)	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	5.7%	46	8.6%	16	5.3%	8	6.9%	4	3.5%	3	5.0%	4	4.8%	5	0.9%	1	10.9%	6
Grantham Retail Park, Grantham	0.0%	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
London Road Retail Park, Grantham	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%	0
Riverside Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, Leicester	0.2%	2	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Nottingham	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside catchment area	2.3%	19	0.0%	0	0.5%	1	4.5%	2	5.0%	4	4.0%	3	2.3%	2	4.5%	5	2.6%	1
Downtown Grantham, Gonerby Junction, Grantham	0.4%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	2	0.0%	0
Thurmaston Shopping Centre, Thurmaston	0.7%	5	1.9%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Cold Overton	0.2%	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
Rutland Garden Centre, Ashwell Road, Oakham	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
Internet / delivered	10.1%	81	7.6%	14	10.4%	15	15.2%	8	11.8%	10	12.0%	9	7.9%	8	9.9%	11	11.6%	6
Home catalogue	2.6%	21	2.2%	4	3.2%	5	4.6%	3	1.1%	1	3.1%	2	3.9%	4	1.9%	2	1.1%	1
TV / Interactive shopping	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
(Don't know / can't remember)	3.3%	26	3.2%	6	4.8%	7	0.0%	0	1.5%	1	2.5%	2	7.0%	7	1.9%	2	2.2%	1
(Don't do this type of shopping)	3.3%	26	2.7%	5	5.4%	8	1.4%	1	2.4%	2	3.4%	3	4.2%	4	1.7%	2	3.6%	2
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Once every two months = 0.125, 3 or 4 times a year = 0.067, Twice a year = 0.038, Once a year = 0.019, Less often = 0.01																		
Q15 How often do you visit / use (LOCATION MENTIONED AT Q14) for clothes or shoes shopping?																		
<i>Those who specified a location at Q14</i>																		
Everyday	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.9%	1	0.0%	0
5 - 6 times a week	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
3 - 4 times a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.4%	3	0.5%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Once a week	3.0%	22	3.5%	6	2.0%	3	6.4%	4	2.5%	2	5.2%	4	0.8%	1	2.2%	2	2.7%	1
Once every two weeks	5.8%	44	1.6%	3	11.7%	15	9.4%	5	7.7%	6	4.5%	3	3.1%	3	4.9%	5	6.8%	3
Once a month	26.3%	198	31.7%	56	18.7%	25	24.6%	13	16.4%	13	34.3%	25	26.4%	23	27.7%	29	30.1%	14
Once every two months	16.7%	126	30.7%	54	5.9%	8	16.0%	9	16.6%	13	10.2%	7	14.7%	13	17.1%	18	8.5%	4
3 or 4 times a year	16.4%	124	12.5%	22	19.4%	26	16.8%	9	29.2%	23	12.0%	9	17.3%	15	10.2%	11	19.8%	9
Twice a year	9.7%	73	3.3%	6	8.7%	12	7.8%	4	12.4%	10	11.7%	8	12.9%	12	17.9%	19	6.2%	3
Once a year	3.5%	27	1.4%	2	4.5%	6	2.2%	1	2.3%	2	4.1%	3	6.3%	6	2.4%	3	8.6%	4
Less often	2.7%	20	0.7%	1	4.5%	6	1.8%	1	1.7%	1	8.7%	6	2.9%	3	0.7%	1	2.7%	1
(Don't know / varies)	15.1%	114	14.1%	25	24.7%	33	13.0%	7	11.0%	9	5.3%	4	14.8%	13	15.9%	16	14.7%	7
Mean:		0.25		0.22		0.21		0.30		0.18		0.45		0.18		0.26		0.21
Weighted base:		752		176		132		55		78		72		89		103		47
Sample:		752		94		88		99		96		92		88		96		99

Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)?*Not those who shop via Internet / catalogue / TV at Q14*

Car - Driver	77.4%	503	73.8%	116	62.9%	71	81.0%	35	82.1%	56	88.6%	53	82.3%	63	88.7%	80	69.0%	28
Car - Passenger	6.3%	41	7.8%	12	4.2%	5	8.6%	4	6.5%	4	5.6%	3	9.6%	7	3.0%	3	6.0%	2
Bus	5.8%	38	5.8%	9	6.3%	7	3.3%	1	8.7%	6	1.6%	1	5.4%	4	2.6%	2	16.3%	7
Cycle	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled vehicle (e.g. mobility scooter)	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
Taxi	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	3.4%	22	0.0%	0	8.7%	10	2.5%	1	0.0%	0	2.7%	2	1.8%	1	5.6%	5	6.8%	3
Walk	5.0%	32	11.2%	18	12.0%	13	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	12	1.5%	2	5.3%	6	0.0%	0	1.3%	1	1.6%	1	0.9%	1	0.0%	0	1.9%	1
Weighted base:		650		157		112		44		68		60		77		90		41
Sample:		646		82		75		76		86		78		75		85		89

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?																		
<i>Those who specified a location at Q14</i>																		
Sainsbury's, Nottingham Road, Melton Mowbray	1.9%	15	3.7%	7	3.5%	5	5.1%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rutland Street, Melton Mowbray	0.8%	6	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bowling Green, Melton Mowbray	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
B&Q, Victoria retail park, Nottingham	0.8%	6	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	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
Central London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.7%	0
Corby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Frisby on the Wreake	0.8%	6	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	6.8%	51	1.2%	2	3.1%	4	3.0%	2	1.7%	1	15.3%	11	5.5%	5	25.2%	26	0.7%	0
Leicester	23.1%	174	24.7%	43	27.8%	37	25.1%	14	29.6%	23	10.2%	7	21.0%	19	11.0%	11	41.1%	20
Loughborough	1.8%	14	3.2%	6	3.3%	4	0.8%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Melton Mowbray	11.6%	87	15.0%	26	12.2%	16	14.6%	8	11.6%	9	13.4%	10	12.0%	11	1.6%	2	12.8%	6
Newark	1.4%	11	0.0%	0	0.8%	1	1.2%	1	0.0%	0	2.7%	2	0.0%	0	6.6%	7	0.0%	0
Nottingham	16.2%	122	16.3%	29	8.1%	11	9.2%	5	16.8%	13	32.4%	23	12.8%	11	25.0%	26	8.9%	4
Oakham	1.4%	11	0.0%	0	0.6%	1	1.2%	1	1.2%	1	0.7%	0	9.0%	8	0.0%	0	0.0%	0
Peterborough	1.5%	11	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	9.9%	9	0.9%	1	0.0%	0
Stamford	1.4%	11	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.0%	0	7.1%	6	3.1%	3	0.0%	0
Syston	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Thurmaston	5.6%	42	15.0%	26	2.1%	3	2.1%	1	9.0%	7	0.0%	0	2.6%	2	0.0%	0	5.1%	2
Uppingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Castle Marina Retail Park, Nottingham	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	0.8%	6	0.0%	0	1.5%	2	2.0%	1	0.0%	0	3.1%	2	1.1%	1	0.0%	0	0.0%	0
East Midlands Designer Outlet (McArthur Glen)	0.9%	7	2.1%	4	1.5%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0
Fosse Park, Leicester	3.9%	29	4.1%	7	3.3%	4	3.6%	2	8.2%	6	2.0%	1	2.3%	2	0.7%	1	10.9%	5
Grantham Retail Park, Grantham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.7%	0
London Road Retail Park, Grantham	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
Riverside Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, Leicester	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside catchment area	2.1%	16	0.7%	1	1.8%	2	2.7%	1	1.6%	1	1.3%	1	1.6%	1	6.8%	7	0.0%	0
Abroad	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Downtown Grantham, Gonerby Junction, Grantham	0.1%	1	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Thurmaston	0.9%	7	2.1%	4	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Internet / delivered	8.8%	66	6.5%	11	11.6%	15	15.3%	8	4.0%	3	8.8%	6	7.4%	7	11.0%	11	8.2%	4
Home catalogue	2.8%	21	2.4%	4	3.0%	4	3.8%	2	2.3%	2	3.3%	2	3.9%	3	2.7%	3	1.2%	1
TV / Interactive shopping	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
(Don't know / can't remember)	1.9%	14	1.6%	3	1.2%	2	1.8%	1	6.5%	5	0.9%	1	1.6%	1	1.3%	1	1.4%	1
Weighted base:		752		176		132		55		78		72		89		103		47
Sample:		752		94		88		99		96		92		88		96		99

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?																		
Sainsbury's, Nottingham Road, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Bowling Green, Melton Mowbray	1.7%	13	0.0%	0	2.0%	3	10.4%	6	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gonerby Road, Grantham	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%	0
Bottesford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Derby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Grantham	6.7%	54	1.3%	2	8.4%	12	3.5%	2	0.8%	1	11.9%	9	1.4%	1	24.4%	26	0.0%	0
Leicester	5.9%	47	5.7%	11	6.6%	10	10.6%	6	7.2%	6	4.0%	3	2.8%	3	0.9%	1	16.5%	8
Loughborough	1.5%	12	2.0%	4	1.3%	2	1.2%	1	3.6%	3	0.6%	0	0.0%	0	0.0%	0	4.4%	2
Melton Mowbray	14.0%	113	19.5%	37	21.2%	31	17.1%	9	20.4%	17	14.3%	11	3.0%	3	3.7%	4	2.3%	1
Newark	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Nottingham	8.9%	72	3.2%	6	5.7%	8	1.5%	1	12.5%	10	20.0%	15	9.1%	9	17.3%	19	7.1%	4
Oakham	2.2%	18	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	15.3%	15	0.0%	0	0.0%	0
Peterborough	1.3%	11	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	9.3%	9	0.0%	0	0.0%	0
Stamford	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0
Syston	0.6%	5	0.7%	1	0.0%	0	0.6%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Thurmaston	1.4%	11	2.9%	5	1.1%	2	0.6%	0	2.8%	2	0.6%	0	0.0%	0	0.0%	0	1.9%	1
Castle Marina Retail Park, Nottingham	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
Fosse Park, Leicester	3.0%	24	6.5%	12	0.5%	1	2.8%	2	4.1%	3	2.4%	2	0.7%	1	0.0%	0	7.3%	4
Giltbrook Retail Park, Nottingham	1.0%	8	1.9%	4	0.0%	0	5.0%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Grantham Retail Park, Grantham	1.3%	11	0.7%	1	1.1%	2	1.2%	1	0.6%	0	4.7%	4	0.0%	0	2.8%	3	0.0%	0
Lady Bay Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Grantham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	1	1.9%	2	0.0%	0
Victoria Retail Park, Nottingham	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%	0
Other - Outside catchment area	1.7%	14	0.0%	0	0.7%	1	0.0%	0	4.8%	4	3.1%	2	3.5%	4	0.6%	1	4.8%	2
Abroad	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
Downtown Grantham, Gonerby Junction, Grantham	1.3%	10	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	3.2%	3	0.0%	0
East Goscote	0.0%	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
Thurmaston Shopping Centre, Thurmaston	1.3%	11	3.2%	6	0.0%	0	2.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Whissendine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet / delivered	8.7%	70	12.8%	24	9.3%	14	9.5%	5	11.6%	9	4.6%	4	5.8%	6	4.2%	5	7.8%	4
Home catalogue	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.2%	5	2.2%	2	0.0%	0
(Don't know / can't remember)	8.1%	65	12.0%	22	6.9%	10	5.1%	3	9.6%	8	4.0%	3	10.2%	10	0.6%	1	16.1%	8
(Don't do this type of shopping)	25.7%	207	23.6%	44	35.3%	52	22.3%	12	16.7%	14	18.9%	14	23.1%	23	33.6%	36	21.5%	11
Weighted base:	805	187	147	56	81	76	100	107	50									
Sample:	805	100	100	101	100	100	100	100	104									

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?																		
<i>Those who specified a location at Q18</i>																		
B&Q, Bowling Green, Melton Mowbray	2.3%	12	0.0%	0	3.5%	3	14.3%	6	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Wickes, Gonerby Road, Grantham	0.1%	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
Homebase, Queens Drive, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Corby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Derby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Grantham	9.7%	52	1.1%	1	14.3%	12	0.8%	0	2.3%	1	11.7%	7	6.2%	4	36.0%	25	0.0%	0
Leicester	9.9%	53	7.1%	9	11.4%	10	19.4%	8	15.4%	9	4.9%	3	7.7%	5	1.4%	1	26.8%	8
Long Clawson	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Loughborough	0.9%	5	1.1%	1	0.9%	1	3.2%	1	0.8%	0	0.8%	0	0.0%	0	0.0%	0	1.4%	0
Melton Mowbray	18.2%	97	33.6%	40	27.0%	23	20.3%	8	24.3%	15	13.0%	8	3.1%	2	1.0%	1	2.1%	1
Newark	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Nottingham	14.0%	74	7.9%	9	7.6%	6	5.6%	2	16.8%	10	25.2%	15	19.9%	13	21.0%	15	10.7%	3
Oakham	1.9%	10	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	14.4%	10	0.0%	0	0.0%	0
Peterborough	1.8%	9	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	11.8%	8	0.0%	0	0.0%	0
Stamford	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Syston	0.4%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Thurmaston	1.1%	6	3.8%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Castle Marina Retail Park, Nottingham	0.4%	2	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	4.4%	24	2.6%	3	1.3%	1	4.4%	2	12.7%	8	7.8%	5	1.0%	1	0.0%	0	15.4%	5
Giltbrook Retail Park, Nottingham	1.1%	6	0.0%	0	0.0%	0	6.9%	3	2.0%	1	1.1%	1	2.1%	1	0.0%	0	0.0%	0
Grantham Retail Park, Grantham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Lady Bay Retail Park, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Grantham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.1%	1	1.9%	1	0.0%	0
Other - Outside catchment area	2.2%	12	1.1%	1	0.0%	0	1.1%	0	1.1%	1	4.9%	3	3.2%	2	1.0%	1	12.0%	4
Downtown Grantham, Gonerby Junction, Grantham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	2.3%	2	0.0%	0
Thurmaston Shopping Centre, Thurmaston	1.2%	6	2.0%	2	0.0%	0	1.1%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	3
Internet / delivered	12.3%	65	20.4%	25	18.5%	16	15.3%	6	10.3%	6	6.8%	4	4.6%	3	6.4%	5	3.7%	1
Home catalogue	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember)	13.6%	72	17.4%	21	15.6%	13	1.6%	1	7.1%	4	12.0%	7	14.1%	9	18.0%	13	13.0%	4
Weighted base:	533	120		85	40	60	59	67	71	31								
Sample:	538	69		61	66	74	72	62	71	63								

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?																		
B&Q, Bowling Green, Melton Mowbray	40.9%	329	69.1%	129	41.3%	61	64.2%	36	42.6%	35	33.7%	26	27.9%	28	2.6%	3	24.7%	12
B&Q, Jubilee Drive, Loughborough	4.5%	36	5.5%	10	3.5%	5	0.0%	0	14.6%	12	1.9%	1	0.0%	0	0.0%	0	14.8%	7
B&Q, Devonshire Road, Leicester	1.2%	9	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	7
B&Q, Grantahm retail park, Grantham	5.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	10	5.5%	6	24.3%	26	0.0%	0
B&Q, Victoria retail park, Nottingham	3.4%	28	0.0%	0	4.0%	6	6.0%	3	11.8%	10	9.5%	7	0.0%	0	1.5%	2	0.0%	0
Wickes, Gonerby Road, Grantham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Wickes, Castle Park Industrial Estate	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
Wickes, Forty Acre Road, Peterborough	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
Homebase, Stamford Retail Park, Stamford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Homebase, Dysart Road, Grantham	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.0%	1	10.9%	12	0.0%	0
Travis Perkins, Station Approach, Oakham	0.1%	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
Birmingham	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	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
Grantham	5.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	1.8%	2	30.6%	33	0.0%	0
Leicester	0.9%	7	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.9%	2
Loughborough	0.7%	6	1.0%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Melton Mowbray	9.9%	80	8.4%	16	18.9%	28	15.4%	9	8.6%	7	10.5%	8	8.8%	9	1.9%	2	3.9%	2
Newark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Nottingham	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.8%	2	1.2%	1	1.3%	1	0.0%	0
Oakham	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	16	0.0%	0	0.0%	0
Peterborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Stamford	0.6%	5	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Syston	1.1%	9	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	15.0%	8
Dysart Retail Park, Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Riverside Retail Park, Nottingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0
St Georges Retail Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Retail Park, Stamford	0.3%	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
Other - Outside catchment area	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	4.4%	4	0.6%	1	0.0%	0
Bingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.5%	2	0.0%	0
Cold Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Internet / delivered	1.9%	16	1.9%	4	1.5%	2	0.6%	0	2.6%	2	2.8%	2	2.8%	3	2.4%	3	0.0%	0
(Don't know / can't remember)	1.6%	13	0.7%	1	1.1%	2	1.4%	1	1.1%	1	0.0%	0	1.2%	1	1.7%	2	10.5%	5
(Don't do this type of shopping)	15.2%	122	13.4%	25	25.2%	37	9.6%	5	7.9%	6	16.7%	13	15.8%	16	15.2%	16	6.8%	3
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?																		
<i>Those who specified a location at Q20</i>																		
B&Q, Bowling Green, Melton Mowbray	37.6%	252	59.5%	96	42.5%	46	52.1%	26	34.3%	25	39.5%	25	26.2%	22	2.3%	2	24.0%	10
B&Q, Jubilee Drive, Loughborough	7.4%	50	10.2%	16	11.2%	12	3.7%	2	15.8%	12	0.0%	0	0.0%	0	0.0%	0	18.4%	8
B&Q, Devonshire Road, Leicester	2.0%	13	0.8%	1	2.7%	3	2.2%	1	1.2%	1	0.0%	0	0.8%	1	0.0%	0	15.3%	6
B&Q, Grantahm retail park, Grantham	5.4%	36	0.0%	0	1.4%	2	0.0%	0	0.0%	0	13.7%	9	7.8%	7	22.0%	20	0.0%	0
B&Q, Victoria retail park, Nottingham	4.1%	27	0.0%	0	5.4%	6	6.7%	3	12.4%	9	9.9%	6	0.0%	0	2.9%	3	0.0%	0
Wickes, Gonerby Road, Grantham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.2%	4	0.0%	0
Wickes, Mansfield Road, Daybrook, Nottingham	0.2%	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
Wickes, Forty Acre Road, Peterborough	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stamford Retail Park, Stamford	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	7	0.0%	0	0.0%	0
Homebase, Dysart Road, Grantham	2.5%	17	0.0%	0	1.4%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	14.7%	13	0.0%	0
Grange Garden Centre, Asfordby	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	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
Corby	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
Grantham	6.8%	46	0.0%	0	6.4%	7	1.6%	1	0.0%	0	3.6%	2	2.2%	2	37.8%	34	0.0%	0
Leicester	2.0%	13	1.1%	2	3.6%	4	1.7%	1	2.8%	2	0.0%	0	1.7%	1	0.0%	0	7.5%	3
Loughborough	1.3%	9	1.1%	2	1.4%	2	1.3%	1	4.1%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Melton Mowbray	14.9%	100	19.1%	31	16.1%	17	22.0%	11	18.5%	14	14.1%	9	14.1%	12	4.2%	4	7.0%	3
Newark	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
Nottingham	0.9%	6	0.0%	0	0.7%	1	0.0%	0	1.2%	1	6.7%	4	0.0%	0	0.0%	0	0.0%	0
Oakham	2.1%	14	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0	15.1%	13	0.0%	0	0.0%	0
Peterborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Stamford	0.7%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0
Syston	1.4%	9	0.0%	0	0.0%	0	1.3%	1	0.9%	1	0.0%	0	0.8%	1	0.0%	0	17.3%	7
Castle Marina Retail Park, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
East Midlands Designer Outlet (McArthur Glen)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Fosse Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Stamford Retail Park, Stamford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Other - Outside catchment area	0.5%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	1.1%	0
Bingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.0%	0
Internet / delivered	2.4%	16	3.8%	6	2.0%	2	0.9%	0	4.4%	3	2.6%	2	0.0%	0	2.9%	3	0.0%	0
(Don't know / can't remember)	3.7%	25	2.7%	4	3.3%	4	0.7%	0	0.6%	0	4.1%	3	10.8%	9	2.4%	2	5.5%	2
Weighted base:		670		161		109		49		74		63		83		89		42
Sample:		671		89		79		86		86		78		78		84		91

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?																		
Sainsbury's, Nottingham Road, Melton Mowbray	0.9%	7	2.6%	5	0.0%	0	0.6%	0	1.9%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.4%	4	0.7%	1	0.5%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rutland Street, Melton Mowbray	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bowling Green, Melton Mowbray	1.5%	12	0.0%	0	5.3%	8	3.7%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.2%	2
B&Q, Jubilee Drive, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
B&Q, Devonshire Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
B&Q, Victoria retail park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby	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
Grantham	5.5%	44	1.3%	2	0.5%	1	0.6%	0	0.0%	0	4.6%	4	3.9%	4	30.9%	33	0.0%	0
Leicester	7.2%	58	4.7%	9	9.0%	13	10.3%	6	12.3%	10	3.8%	3	6.5%	7	1.7%	2	18.0%	9
Loughborough	1.1%	9	1.0%	2	0.0%	0	0.0%	0	4.9%	4	1.3%	1	0.0%	0	0.0%	0	4.1%	2
Melton Mowbray	17.2%	138	23.8%	45	29.7%	44	22.6%	13	19.6%	16	11.9%	9	8.8%	9	0.0%	0	7.3%	4
Newark	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Nottingham	3.4%	28	0.5%	1	2.4%	4	2.7%	2	2.0%	2	14.9%	11	1.4%	1	6.9%	7	0.0%	0
Oakham	2.8%	23	0.7%	1	0.7%	1	1.2%	1	0.6%	0	0.0%	0	19.2%	19	0.0%	0	0.0%	0
Peterborough	1.0%	8	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	7.4%	7	0.0%	0	0.0%	0
Stamford	1.3%	10	0.0%	0	0.7%	1	1.8%	1	0.0%	0	0.0%	0	8.2%	8	0.0%	0	0.0%	0
Syston	0.8%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	6
Thurmaston	1.7%	13	4.4%	8	1.1%	2	0.0%	0	1.3%	1	0.0%	0	1.0%	1	0.0%	0	3.2%	2
Waltham in the Wolds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Marina Retail Park, Nottingham	1.4%	11	0.0%	0	0.0%	0	0.0%	0	11.6%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	2.3%	19	0.0%	0	1.1%	2	0.0%	0	0.0%	0	3.4%	3	6.2%	6	7.8%	8	0.0%	0
Fosse Park, Leicester	3.5%	28	5.8%	11	0.5%	1	1.6%	1	3.8%	3	6.6%	5	1.0%	1	0.0%	0	12.3%	6
Grantham Retail Park, Grantham	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	5.5%	6	0.0%	0
Lady Bay Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Place Retail Park, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Riverside Retail Park, Nottingham	0.4%	3	0.0%	0	0.0%	0	4.4%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, Leicester	0.7%	5	0.7%	1	0.0%	0	0.0%	0	2.2%	2	0.9%	1	0.0%	0	0.0%	0	3.2%	2
Stamford Retail Park, Stamford	0.6%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0
Victoria Retail Park, Nottingham	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside catchment area	0.9%	8	1.3%	2	2.7%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Abroad	0.2%	2	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Downtown Grantham, Gonerby Junction, Grantham	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Thurmaston Shopping Centre, Thurmaston	0.0%	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
Co-op, Burley Road, Oakham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Internet / delivered	20.7%	167	25.4%	47	25.1%	37	26.3%	15	18.7%	15	22.7%	17	14.5%	15	12.0%	13	15.3%	8
Home catalogue	0.8%	7	2.6%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	0
(Don't know / can't remember)	4.0%	32	6.6%	12	1.8%	3	5.1%	3	6.4%	5	2.5%	2	1.4%	1	3.2%	3	4.1%	2
(Don't do this type of shopping)	16.5%	133	16.9%	32	16.2%	24	12.4%	7	7.3%	6	20.8%	16	13.8%	14	27.5%	30	10.4%	5
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?																		
<i>Those who specified a location at Q22</i>																		
Sainsbury's, Nottingham Road, Melton Mowbray	0.8%	5	2.5%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.3%	2	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rutland Street, Melton Mowbray	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bowling Green, Melton Mowbray	0.6%	4	0.0%	0	0.6%	1	2.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.0%	1
B&Q, Jubilee Drive, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
B&Q, Devonshire Road, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
B&Q, Victoria retail park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.9%	6	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	5.9%	38	1.7%	2	0.0%	0	0.7%	0	0.0%	0	6.0%	4	3.8%	3	38.4%	29	0.0%	0
Leicester	7.9%	51	6.6%	9	11.6%	14	6.4%	3	11.2%	8	5.2%	3	4.9%	4	0.0%	0	21.4%	9
Loughborough	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0	6.3%	3
Melton Mowbray	23.9%	153	45.8%	66	32.4%	39	33.3%	15	16.9%	12	14.2%	8	9.3%	8	0.0%	0	12.5%	5
Newark	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Nottingham	4.7%	30	0.6%	1	3.9%	5	3.3%	2	5.3%	4	19.7%	12	3.6%	3	6.3%	5	0.0%	0
Oakham	3.7%	24	0.9%	1	0.9%	1	2.4%	1	0.6%	0	0.0%	0	23.1%	20	0.0%	0	0.0%	0
Peterborough	0.9%	6	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0
Stamford	1.2%	8	0.0%	0	0.9%	1	2.8%	1	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0
Syston	0.9%	6	0.9%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4
Thurmaston	1.7%	11	5.7%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0	3.8%	2
Wymondham	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Marina Retail Park, Nottingham	1.6%	10	0.0%	0	0.0%	0	0.0%	0	11.8%	8	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.2%	5	14.4%	11	0.0%	0
Fosse Park, Leicester	5.0%	32	5.9%	8	1.3%	2	7.1%	3	9.3%	7	8.6%	5	1.6%	1	0.0%	0	13.7%	6
Grantham Retail Park, Grantham	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	7.6%	6	0.0%	0
Lady Bay Retail Park, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Grantham	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
Regent Place Retail Park, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Riverside Retail Park, Nottingham	1.1%	7	0.0%	0	2.3%	3	5.4%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges Retail Park, Leicester	0.9%	6	0.9%	1	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Stamford Retail Park, Stamford	0.5%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Victoria Retail Park, Nottingham	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside catchment area	0.7%	4	0.0%	0	0.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Abroad	0.4%	2	0.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bingham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	4.0%	3	0.0%	0
Downtown Grantham, Gonerby Junction, Grantham	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Thurmaston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-op, Burley Road, Oakham	0.2%	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
Internet / delivered	21.3%	136	20.3%	29	25.7%	31	24.6%	11	15.4%	11	28.4%	17	18.4%	16	21.2%	16	14.5%	6
Home catalogue	0.5%	3	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	0
(Don't know / can't remember)	7.2%	46	5.0%	7	11.6%	14	1.4%	1	12.7%	9	6.0%	4	9.1%	8	2.6%	2	5.6%	2
Weighted base:	640		143		121		46		70		58		85		74		43	
Sample:	653		82		84		81		87		73		86		73		87	

Column %ges.

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?																		
Tesco Superstore, Thorpe Road, Melton Mowbray	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
B&Q, Bowling Green, Melton Mowbray	0.4%	3	0.0%	0	1.4%	2	0.8%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Grantahm retail park, Grantham	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
B&Q, Victoria retail park, Nottingham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stamford Retail Park, Stamford	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Corby	0.9%	7	3.7%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	5.6%	45	2.6%	5	0.0%	0	1.2%	1	0.0%	0	1.3%	1	3.2%	3	32.3%	35	0.6%	0
Leicester	4.5%	36	2.0%	4	3.1%	5	6.4%	4	12.1%	10	1.3%	1	2.1%	2	0.0%	0	22.5%	11
Loughborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	3.2%	2
Melton Mowbray	23.7%	190	29.0%	54	36.1%	53	29.7%	17	37.3%	30	22.2%	17	9.1%	9	3.8%	4	12.2%	6
Newark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Nottingham	3.5%	28	1.9%	4	1.4%	2	2.6%	1	5.5%	4	13.0%	10	0.7%	1	5.5%	6	0.0%	0
Oakham	4.1%	33	0.7%	1	0.7%	1	1.2%	1	0.0%	0	0.0%	0	30.0%	30	0.0%	0	0.0%	0
Peterborough	1.0%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	8.1%	8	0.0%	0	0.0%	0
Stamford	1.0%	8	0.0%	0	1.4%	2	1.2%	1	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0
Syston	0.0%	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
Thurmaston	0.5%	4	1.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Castle Marina Retail Park, Nottingham	0.8%	7	0.0%	0	0.7%	1	0.0%	0	3.7%	3	1.3%	1	1.0%	1	0.6%	1	0.0%	0
Dysart Retail Park, Grantham	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.5%	3	1.0%	1	6.0%	6	0.0%	0
Fosse Park, Leicester	3.2%	25	5.2%	10	0.0%	0	0.8%	0	4.9%	4	5.4%	4	0.7%	1	0.0%	0	13.0%	7
Grantham Retail Park, Grantham	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	6.4%	7	0.0%	0
Regent Place Retail Park, Leicester	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Riverside Retail Park, Nottingham	0.7%	6	0.0%	0	0.0%	0	4.4%	2	0.6%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0
St Georges Retail Park, Leicester	0.5%	4	0.0%	0	0.0%	0	0.8%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Stamford Retail Park, Stamford	0.7%	6	1.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Other - Outside catchment area	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	0
Bingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.8%	3	0.0%	0
Downtown Grantham, Gonerby Junction, Grantham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Co-op, Burley Road, Oakham	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
Internet / delivered	21.0%	169	25.3%	47	21.4%	31	30.0%	17	15.3%	12	22.6%	17	14.7%	15	20.4%	22	15.1%	8
Home catalogue	2.2%	17	4.8%	9	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
TV / Interactive shopping	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.8%	39	6.3%	12	3.7%	5	5.9%	3	7.7%	6	1.9%	1	3.5%	4	1.3%	1	11.6%	6
(Don't do this type of shopping)	15.3%	123	14.8%	28	24.1%	35	13.2%	7	6.5%	5	18.1%	14	10.9%	11	16.6%	18	9.5%	5
Weighted base:	805	187		147		56		81		76		100		107		50		
Sample:	805	100		100		101		100		100		100		100		104		

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?																		
<i>Those who specified a location at Q24</i>																		
Tesco Superstore, Thorpe Road, Melton Mowbray	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bowling Green, Melton Mowbray	0.5%	3	0.0%	0	1.9%	2	1.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Jubilee Drive, Loughborough	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Grantahm retail park, Grantham	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
B&Q, Victoria retail park, Nottingham	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby	1.1%	7	4.7%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	6.6%	42	3.3%	5	0.7%	1	2.2%	1	0.0%	0	4.2%	3	3.7%	3	33.6%	30	0.8%	0
Leicester	4.4%	28	0.9%	1	2.0%	2	3.9%	2	10.1%	7	1.9%	1	4.4%	4	0.0%	0	28.5%	11
Loughborough	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1	0.0%	0	0.0%	0	5.2%	2
Melton Mowbray	29.1%	187	43.2%	64	45.5%	48	41.3%	19	36.8%	26	22.7%	14	9.0%	8	5.0%	4	12.7%	5
Nottingham	5.0%	32	2.5%	4	1.9%	2	3.2%	1	3.0%	2	16.8%	10	0.8%	1	12.6%	11	1.6%	1
Oakham	4.8%	31	0.9%	1	2.0%	2	3.9%	2	0.0%	0	0.0%	0	30.1%	26	0.0%	0	0.0%	0
Peterborough	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	7	0.0%	0	0.0%	0
Stamford	1.0%	6	0.0%	0	1.9%	2	1.4%	1	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Syston	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
Thurmaston	0.9%	6	2.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Brotherhood Retail Park, Peterborough	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
Castle Marina Retail Park, Nottingham	1.0%	6	0.0%	0	1.0%	1	0.0%	0	4.9%	3	1.6%	1	0.0%	0	0.8%	1	0.0%	0
Dysart Retail Park, Grantham	1.2%	8	0.0%	0	0.0%	0	1.0%	0	0.9%	1	3.6%	2	1.1%	1	4.2%	4	0.0%	0
Fosse Park, Leicester	3.8%	24	4.5%	7	0.0%	0	1.7%	1	9.1%	6	6.7%	4	0.8%	1	0.0%	0	14.8%	6
Grantham Retail Park, Grantham	1.4%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	6.8%	6	0.0%	0
London Road Retail Park, Grantham	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regent Place Retail Park, Leicester	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
Riverside Retail Park, Nottingham	1.1%	7	0.9%	1	0.0%	0	5.5%	2	0.9%	1	2.0%	1	1.6%	1	0.0%	0	0.0%	0
St Georges Retail Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Stamford Retail Park, Stamford	0.9%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0
Other - Outside catchment area	0.7%	4	0.0%	0	0.0%	0	0.7%	0	1.7%	1	0.8%	0	1.4%	1	1.1%	1	0.8%	0
Abroad	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
Bingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.9%	2	0.0%	0
Internet / delivered	22.4%	144	23.5%	35	27.4%	29	28.3%	13	18.0%	13	26.4%	16	15.2%	13	22.3%	20	15.8%	6
Home catalogue	3.3%	21	5.3%	8	6.6%	7	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	3.3%	1
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.4%	47	7.5%	11	5.4%	6	2.5%	1	12.2%	9	5.0%	3	6.8%	6	10.2%	9	7.8%	3
Weighted base:	643	147	106	45	70	61	86	88	40									
Sample:	650	83	77	83	84	75	82	84	82									

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?																		
Sainsbury's, Nottingham Road, Melton Mowbray	0.5%	4	0.7%	1	1.4%	2	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.7%	6	0.7%	1	1.1%	2	0.0%	0	1.1%	1	1.5%	1	0.7%	1	0.0%	0	0.0%	0
Morrisons, Rutland Street, Melton Mowbray	0.4%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asfordby	1.4%	11	0.0%	0	0.0%	0	0.6%	0	13.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	24	0.0%	0
Corby	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
Croxton Kerrial	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
Grantham	5.8%	47	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.4%	3	0.7%	1	40.1%	43	0.0%	0
Leicester	1.0%	8	2.2%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Long Clawson	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	49.8%	400	89.5%	167	62.1%	91	64.6%	36	48.5%	40	53.7%	41	10.4%	10	8.2%	9	12.4%	6
Newark	0.4%	3	0.0%	0	0.0%	0	0.6%	0	0.8%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Nottingham	2.3%	18	0.0%	0	1.9%	3	4.4%	2	3.3%	3	9.4%	7	0.0%	0	2.4%	3	0.9%	0
Oakham	8.5%	68	0.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	65.5%	66	0.0%	0	0.0%	0
Peterborough	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
Somerby	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0
Syston	1.1%	9	0.0%	0	0.0%	0	2.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	13.5%	7
Thurmaston	2.4%	19	0.7%	1	1.4%	2	2.6%	1	5.1%	4	0.9%	1	0.0%	0	0.0%	0	18.7%	9
Waltham in the Wolds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0
Wymondham	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
Brotherhood Retail Park, Peterborough	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	0.8%	7	0.7%	1	1.1%	2	0.0%	0	1.1%	1	0.0%	0	1.4%	1	0.0%	0	3.2%	2
Giltbrook Retail Park, Nottingham	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
Victoria Retail Park, Nottingham	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
Other - Outside catchment area	1.6%	13	0.0%	0	0.0%	0	2.0%	1	3.5%	3	1.3%	1	1.0%	1	2.4%	3	8.9%	4
Abroad	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.8%	3	0.0%	0
Downtown Grantham, Gonerby Junction, Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
East Goscote	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	7
Thurmaston Shopping Centre, Thurmaston	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	10.7%	5
Co-op, Burley Road, Oakham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Internet / delivered	3.8%	30	1.3%	2	5.5%	8	3.4%	2	4.4%	4	6.6%	5	4.2%	4	4.7%	5	0.6%	0
Home catalogue	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.8%	1	0.6%	0	0.0%	0	1.3%	1	0.0%	0
(Don't know / can't remember)	1.6%	13	1.0%	2	0.0%	0	0.8%	0	2.2%	2	0.9%	1	2.5%	3	1.3%	1	7.9%	4
(Don't do this type of shopping)	9.2%	74	2.6%	5	20.5%	30	13.9%	8	3.2%	3	10.4%	8	6.0%	6	11.4%	12	4.5%	2
Weighted base:	805	187	147	56	81	76	100	107	50									
Sample:	805	100	100	101	100	100	100	100	104									

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?																		
<i>Those who specified a location at Q26</i>																		
Sainsbury's, Nottingham Road, Melton Mowbray	1.5%	11	0.7%	1	1.3%	2	0.0%	0	3.5%	3	6.0%	4	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.7%	1	0.8%	1	1.0%	1	0.0%	0
Morrisons, Rutland Street, Melton Mowbray	0.4%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Asfordby	1.3%	9	0.0%	0	0.0%	0	1.6%	1	11.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asfordby Hill	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	0
Bottesford	3.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	22	0.0%	0
Croxton Kerrial	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
Grantham	6.7%	48	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.6%	4	1.5%	1	44.9%	42	0.0%	0
Leicester	2.0%	15	1.0%	2	1.7%	2	1.8%	1	6.4%	5	0.0%	0	0.8%	1	1.0%	1	7.6%	3
Long Clawson	1.3%	9	0.0%	0	0.0%	0	0.0%	0	5.2%	4	5.9%	4	0.0%	0	1.5%	1	0.0%	0
Loughborough	0.4%	3	0.7%	1	0.0%	0	1.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	54.9%	395	91.7%	165	77.4%	91	65.9%	31	50.3%	39	60.0%	40	15.0%	14	7.9%	7	16.4%	7
Newark	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.8%	2	0.0%	0	1.5%	1	0.0%	0
Nottingham	2.9%	21	0.0%	0	4.5%	5	6.4%	3	4.1%	3	4.2%	3	1.1%	1	5.7%	5	1.0%	0
Oakham	8.7%	62	0.7%	1	0.0%	0	9.3%	4	0.0%	0	0.7%	0	61.3%	56	0.0%	0	0.0%	0
Somerby	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	9	0.0%	0	0.0%	0
Syston	1.1%	8	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	6
Thurmaston	2.9%	21	2.1%	4	0.0%	0	3.0%	1	7.0%	5	0.0%	0	0.0%	0	0.0%	0	22.8%	10
Waltham in the Wolds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
Wymondham	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
Brotherhood Retail Park, Peterborough	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	1.0%	7	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4
Giltbrook Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Grantham	0.3%	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
Victoria Retail Park, Nottingham	0.4%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside catchment area	1.4%	10	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.1%	1	0.0%	0	2.8%	3	8.4%	4
Bingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0
East Goscote	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	5
Thurmaston Shopping Centre, Thurmaston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	3
Co-op, Burley Road, Oakham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Internet / delivered	3.4%	24	0.0%	0	6.9%	8	2.3%	1	4.6%	4	4.2%	3	5.3%	5	3.7%	3	0.7%	0
Home catalogue	0.3%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	0	0.8%	1	0.7%	1	0.0%	0
(Don't know / can't remember)	1.0%	7	0.0%	0	2.4%	3	1.6%	1	0.0%	0	2.8%	2	1.3%	1	0.0%	0	0.7%	0
Weighted base:		719		180		117		47		77		68		92		94		44
Sample:		717		96		79		87		94		87		90		91		93

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																		
Sainsbury's, Nottingham Road, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Bowling Green, Melton Mowbray	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	3.3%	26	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.8%	3	1.4%	1	20.3%	22	0.0%	0
Leicester	4.3%	35	6.2%	12	5.3%	8	3.2%	2	3.3%	3	3.1%	2	1.4%	1	3.1%	3	7.1%	4
Loughborough	1.5%	12	1.3%	2	0.0%	0	4.4%	2	6.4%	5	0.0%	0	1.4%	1	0.0%	0	1.3%	1
Melton Mowbray	12.7%	102	23.4%	44	11.6%	17	7.7%	4	12.8%	10	16.4%	12	8.3%	8	0.9%	1	9.4%	5
Newark	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
Nottingham	4.4%	35	3.1%	6	7.8%	12	1.5%	1	9.3%	8	5.0%	4	0.0%	0	4.6%	5	1.3%	1
Oakham	2.7%	21	2.5%	5	0.0%	0	3.1%	2	0.0%	0	1.5%	1	13.8%	14	0.0%	0	0.0%	0
Peterborough	0.7%	6	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.2%	4	0.6%	1	0.0%	0
Stamford	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
Syston	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Thurmaston	4.7%	38	2.6%	5	2.1%	3	10.3%	6	16.8%	14	0.0%	0	0.0%	0	0.0%	0	20.9%	11
Uppingham	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
Brotherhood Retail Park, Peterborough	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	1.0%	8	1.3%	2	0.7%	1	3.5%	2	0.8%	1	1.3%	1	0.0%	0	0.0%	0	1.9%	1
Giltbrook Retail Park, Nottingham	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
St Georges Retail Park, Leicester	0.4%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.2%	2
Victoria Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other - Outside catchment area	1.4%	11	0.0%	0	1.4%	2	0.0%	0	0.6%	0	2.5%	2	6.1%	6	0.6%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Thurmaston Shopping Centre, Thurmaston	1.4%	12	4.4%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Thorpe Arnold	0.3%	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
Greetham	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
Internet / delivered	13.2%	106	15.0%	28	11.4%	17	15.5%	9	12.1%	10	16.4%	12	10.8%	11	15.8%	17	5.5%	3
Home catalogue	0.3%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.6%	1	0.0%	0	0.6%	1	0.0%	0
(Don't know / can't remember)	3.2%	26	4.7%	9	3.5%	5	3.6%	2	4.4%	4	2.5%	2	2.1%	2	1.3%	1	2.2%	1
(Don't do this type of shopping)	43.0%	346	34.3%	64	54.0%	79	40.6%	23	30.8%	25	41.6%	32	49.3%	49	50.4%	54	39.4%	20
Weighted base:	805	187	147	56	81	76	100	107	50									
Sample:	805	100	100	101	100	100	100	100	104									

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?																		
<i>Those who specified a location at Q28</i>																		
Sainsbury's, Nottingham Road, Melton Mowbray	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Bowling Green, Melton Mowbray	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	5.4%	23	0.0%	0	0.0%	0	0.0%	0	0.9%	0	4.2%	2	2.9%	1	38.0%	20	0.0%	0
Leicester	8.8%	38	13.4%	15	13.0%	8	11.1%	3	3.4%	2	4.5%	2	2.8%	1	1.8%	1	17.7%	5
Loughborough	1.9%	8	3.7%	4	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	1.8%	1	4.0%	1
Melton Mowbray	19.6%	85	27.1%	31	16.7%	10	9.2%	3	24.0%	13	26.6%	11	26.0%	13	1.8%	1	9.9%	3
Newark	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Nottingham	12.6%	55	6.1%	7	20.5%	13	12.5%	4	22.4%	12	21.5%	9	0.0%	0	19.3%	10	0.0%	0
Oakham	3.1%	13	2.1%	2	0.0%	0	1.1%	0	0.0%	0	1.1%	0	20.8%	10	0.0%	0	0.0%	0
Peterborough	1.5%	6	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	8.6%	4	1.3%	1	0.0%	0
Stamford	0.4%	2	1.1%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston	0.2%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Thurmaston	7.3%	32	4.3%	5	3.3%	2	18.9%	6	11.0%	6	0.0%	0	0.0%	0	0.0%	0	44.2%	13
Uppingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wymondham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Brotherhood Retail Park, Peterborough	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	1.5%	6	1.1%	1	1.7%	1	4.2%	1	2.1%	1	2.2%	1	0.0%	0	0.0%	0	2.2%	1
Giltbrook Retail Park, Nottingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Grantham Retail Park, Grantham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Lady Bay Retail Park, Nottingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
St Georges Retail Park, Leicester	0.9%	4	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Other - Outside catchment area	1.7%	7	0.0%	0	3.3%	2	0.0%	0	1.7%	1	4.5%	2	3.4%	2	1.3%	1	0.0%	0
Thurmaston Shopping Centre, Thurmaston	2.7%	12	8.2%	9	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Thorpe Arnold	0.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Internet / delivered	24.2%	105	26.6%	30	25.2%	16	27.7%	9	22.0%	12	24.6%	10	22.2%	11	26.9%	14	11.0%	3
Home catalogue	0.6%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.9%	1	0.0%	0	1.3%	1	0.0%	0
(Don't know / can't remember)	4.6%	20	3.2%	4	11.7%	7	2.1%	1	4.9%	3	1.1%	0	5.7%	3	4.5%	2	0.0%	0
Weighted base:	433	114		62		31		53		43		49		52		29		
Sample:	389	57		34		54		59		47		44		38		56		

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?																		
Sainsbury's, Nottingham Road, Melton Mowbray	0.9%	7	0.0%	0	2.1%	3	0.0%	0	0.0%	0	4.7%	4	0.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.3%	2	0.0%	0	0.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rutland Street, Melton Mowbray	0.1%	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
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Grantham	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	11.0%	12	0.0%	0
Leicester	3.8%	30	4.4%	8	7.0%	10	2.8%	2	0.8%	1	3.1%	2	0.7%	1	0.0%	0	13.0%	7
Loughborough	0.4%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Melton Mowbray	14.7%	119	16.8%	31	22.2%	33	28.2%	16	12.3%	10	20.7%	16	6.7%	7	0.6%	1	11.2%	6
Newark	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
Nottingham	2.1%	17	1.0%	2	0.5%	1	5.2%	3	3.8%	3	1.3%	1	1.2%	1	5.5%	6	0.0%	0
Oakham	2.0%	16	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	12.7%	13	0.0%	0	0.0%	0
Peterborough	0.3%	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
Stamford	0.7%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0
Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Thurmaston	1.2%	10	3.7%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Uppingham	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
Fosse Park, Leicester	0.7%	5	1.3%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Giltbrook Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Nottingham	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%	0
Other - Outside catchment area	2.0%	16	0.0%	0	0.0%	0	0.0%	0	4.2%	3	2.8%	2	6.2%	6	2.0%	2	3.9%	2
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0
Downtown Grantham, Gonerby Junction, Grantham	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
Thurmaston Shopping Centre, Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Clipsham	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
Internet / delivered	40.6%	327	44.9%	84	35.1%	52	31.6%	18	54.3%	44	48.4%	37	30.6%	31	43.0%	46	31.5%	16
Home catalogue	0.4%	3	1.0%	2	0.0%	0	1.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	14	3.2%	6	0.7%	1	1.6%	1	1.7%	1	0.0%	0	1.9%	2	0.6%	1	3.1%	2
(Don't do this type of shopping)	25.5%	205	23.8%	45	30.0%	44	18.3%	10	18.5%	15	14.0%	11	29.8%	30	36.6%	39	23.1%	12
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?																		
<i>Those who specified a location at Q30</i>																		
Sainsbury's, Nottingham Road, Melton Mowbray	1.0%	6	0.0%	0	1.5%	2	0.0%	0	1.4%	1	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.5%	3	0.0%	0	1.5%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rutland Street, Melton Mowbray	0.4%	2	0.0%	0	0.8%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Grantham	3.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	21.6%	15	0.0%	0
Leicester	5.8%	34	6.9%	9	9.6%	10	6.0%	3	1.9%	1	4.4%	3	1.0%	1	1.4%	1	16.8%	6
Loughborough	0.6%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Melton Mowbray	19.0%	112	22.4%	31	25.7%	26	35.8%	16	16.9%	11	20.0%	13	12.9%	9	2.0%	1	12.4%	5
Newark	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Nottingham	5.4%	32	1.3%	2	4.8%	5	7.8%	3	5.4%	4	9.2%	6	4.8%	3	13.0%	9	0.0%	0
Oakham	3.1%	18	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	24.0%	16	0.0%	0	0.0%	0
Peterborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Stamford	1.1%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0
Syston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Thurmaston	2.0%	11	5.0%	7	1.5%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Dysart Retail Park, Grantham	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
Fosse Park, Leicester	0.6%	4	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.7%	1
Giltbrook Retail Park, Nottingham	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
London Road Retail Park, Grantham	0.4%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Nottingham	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
Other - Outside catchment area	1.8%	10	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.5%	2	7.7%	5	1.7%	1	5.2%	2
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Downtown Grantham, Gonerby Junction, Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Thurmaston Shopping Centre, Thurmaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Clipsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet / delivered	50.9%	298	60.3%	82	50.4%	51	37.6%	17	63.9%	42	49.1%	32	30.0%	21	55.7%	38	43.4%	16
Home catalogue	0.5%	3	1.3%	2	0.0%	0	1.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	14	0.9%	1	1.5%	2	0.7%	0	2.5%	2	1.5%	1	7.5%	5	3.5%	2	1.7%	1
Weighted base:		586		136		102		44		65		65		68		67		37
Sample:		584		73		69		81		74		81		65		66		75

Q32 Do you visit Melton Mowbray town centre regularly for shopping, leisure or work?

Yes	72.6%	584	91.3%	171	80.0%	118	78.4%	44	79.8%	65	73.2%	56	60.1%	60	42.3%	45	51.7%	26
No	27.4%	221	8.7%	16	20.0%	29	21.6%	12	20.2%	16	26.8%	20	39.9%	40	57.7%	62	48.3%	24
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32A What things do you think could be improved about Melton Mowbray town centre? [MR]																		
More parking	6.3%	37	2.2%	4	8.8%	10	16.7%	7	5.6%	4	8.5%	5	2.3%	1	7.2%	3	8.7%	2
More secure parking	0.6%	3	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	12.9%	75	7.7%	13	17.7%	21	28.7%	12	13.2%	9	23.1%	13	3.5%	2	6.6%	3	10.0%	3
More accessible car parking	4.4%	26	9.6%	16	2.2%	3	4.5%	2	1.8%	1	2.0%	1	2.3%	1	0.0%	0	3.7%	1
More frequent bus services to the centre	0.3%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.2%	0
New / relocated bus stops	1.8%	10	0.0%	0	6.7%	8	0.7%	0	1.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
More frequent train services	1.1%	7	0.0%	0	5.0%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	1.4%	8	0.0%	0	1.7%	2	3.0%	1	1.8%	1	4.1%	2	0.0%	0	0.0%	0	5.7%	1
Improved access for wheelchair and pushchair users	0.5%	3	0.0%	0	1.7%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / removal of litter	2.5%	14	0.0%	0	4.2%	5	5.7%	3	2.1%	1	8.2%	5	1.2%	1	0.0%	0	1.2%	0
Improve appearance / environment of centre	3.0%	18	0.7%	1	5.9%	7	1.9%	1	0.0%	0	9.4%	5	4.4%	3	1.5%	1	0.0%	0
Improved security measures / more CCTV / more police	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.2%	1	0.0%	0	0.0%	0
More control on alcohol / drinkers / drug users	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
More control on other anti-social behaviour	0.5%	3	0.0%	0	0.0%	0	5.7%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Better street furniture / floral displays	0.4%	3	0.7%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green spaces / areas	1.0%	6	2.0%	3	1.7%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple (high street chain) retailers	29.2%	170	50.9%	87	24.5%	29	28.5%	12	29.3%	19	18.8%	10	15.4%	9	7.5%	3	1.2%	0
Bigger/better supermarket	2.6%	15	1.4%	2	5.3%	6	2.7%	1	0.7%	0	8.4%	5	0.0%	0	0.0%	0	0.0%	0
More independent shops	16.4%	96	21.9%	37	9.3%	11	17.2%	7	20.7%	13	13.0%	7	18.5%	11	14.2%	6	7.5%	2
Better choice of shops in general	36.4%	212	58.2%	99	25.4%	30	39.5%	17	38.5%	25	27.5%	15	19.9%	12	13.5%	6	29.0%	8
Better quality of shops	11.5%	67	12.2%	21	10.7%	13	14.8%	6	10.7%	7	22.8%	13	1.6%	1	8.5%	4	10.8%	3
Improvement to the market	2.1%	12	0.5%	1	3.5%	4	1.8%	1	1.9%	1	6.8%	4	1.2%	1	0.0%	0	2.5%	1
More / better pubs / night-life	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	1.4%	8	0.0%	0	2.8%	3	1.8%	1	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0
Fewer bars / nightclubs	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities	1.1%	7	0.0%	0	5.0%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
More family oriented facilities	1.6%	10	1.4%	2	1.7%	2	4.0%	2	0.7%	0	2.9%	2	1.2%	1	0.0%	0	2.5%	1
More secure children's play areas	0.7%	4	1.4%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Better crèche facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Provision of more residential accommodation	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Fewer charity / discount retailers	4.3%	25	3.9%	7	6.0%	7	9.7%	4	8.4%	5	2.6%	1	0.0%	0	0.0%	0	1.2%	0
Introduce a Marks & Spencer store	1.9%	11	2.5%	4	3.6%	4	0.0%	0	0.7%	0	1.7%	1	0.0%	0	0.0%	0	5.0%	1
Better paving	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.9%	0	0.0%	0	0.0%	0	1.2%	0
Improved road layout	2.4%	14	2.1%	4	2.9%	3	3.4%	2	3.6%	2	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Introduce an Aldi	0.4%	3	0.7%	1	0.0%	0	0.7%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Bypass	1.6%	9	0.7%	1	3.7%	4	2.2%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	2.5%	1
More clothes retailers	6.3%	37	3.2%	5	14.8%	17	1.5%	1	7.2%	5	13.3%	7	2.0%	1	0.0%	0	0.0%	0
Introduce a Next	1.3%	8	3.9%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a Primark	1.3%	8	3.9%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.6%	4	0.7%	1	0.7%	1	0.0%	0	1.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.3%	19	0.5%	1	2.0%	2	1.5%	1	3.2%	2	1.7%	1	3.5%	2	18.1%	8	7.0%	2
(None mentioned)	14.0%	82	6.1%	10	11.9%	14	6.0%	3	8.4%	5	5.1%	3	44.2%	27	30.4%	14	23.4%	6
Weighted base:	584		171		118		44		65		56		60		45		26	
Sample:	568		93		86		79		84		75		57		38		56	
Q33 Do you visit Asfordby village centre regularly for shopping, leisure or work?																		
Yes	12.1%	98	14.9%	28	4.0%	6	17.1%	9	57.0%	46	3.5%	3	0.7%	1	0.9%	1	6.9%	3
No	87.9%	707	85.1%	159	96.0%	141	82.9%	46	43.0%	35	96.5%	73	99.3%	99	99.1%	106	93.1%	47
Weighted base:	805		187		147		56		81		76		100		107		50	
Sample:	805		100		100		101		100		100		100		100		104	

Column %ges.

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q33A What things do you think could be improved about Asfordby village centre? [MR]																		
More parking	1.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	9.3%	0
More secure parking	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More accessible car parking	2.3%	2	0.0%	0	0.0%	0	4.8%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	1.9%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / removal of litter	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	0
Improve appearance / environment of centre	1.8%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / more CCTV / more police	1.9%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	2.3%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	12.9%	0
More independent shops	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	3.7%	4	8.5%	2	0.0%	0	6.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / night-life	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.7%	16	20.2%	6	39.4%	2	4.8%	0	12.5%	6	64.3%	2	0.0%	0	0.0%	0	9.3%	0
(None mentioned)	66.6%	65	71.3%	20	60.6%	4	83.6%	8	62.2%	29	35.7%	1	99.9%	1	100.0%	1	59.3%	2
Weighted base:		98		28		6		9		46		3		1		1		3
Sample:		105		15		4		15		56		3		1		1		10
Q34 Do you visit Bottesford village centre regularly for shopping, leisure or work?																		
Yes	12.6%	101	0.5%	1	0.7%	1	2.3%	1	4.1%	3	23.6%	18	0.7%	1	69.0%	74	3.6%	2
No	87.4%	704	99.5%	186	99.3%	146	97.7%	54	95.9%	78	76.4%	58	99.3%	99	31.0%	33	96.4%	49
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104
Q34A What things do you think could be improved about Bottesford village centre? [MR]																		
More parking	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	15.7%	12	0.0%	0
More secure parking	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
More accessible car parking	9.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	10	0.0%	0
More frequent bus services to the centre	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0
More reliable / comfortable bus services	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	4.3%	3	0.0%	0
New / relocated bus stops	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	5.0%	4	0.0%	0
More frequent train services	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
More reliable train services	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
More priority for pedestrians	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.9%	1	0.0%	0
Cleaner streets / removal of litter	3.6%	4	0.0%	0	0.0%	0	0.0%	0	35.3%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0
More national multiple (high street chain) retailers	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	1.9%	1	0.0%	0
More independent shops	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	3	0.0%	0	0.9%	1	0.0%	0
Better quality of shops	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	35.7%	1
Improvement to the market	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
More / better pubs / night-life	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	3.3%	2	0.0%	0
More family oriented facilities	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
(Don't know)	14.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	99.9%	1	13.9%	10	46.5%	1
(None mentioned)	47.8%	48	100.0%	1	100.0%	1	100.0%	1	64.7%	2	55.5%	10	0.0%	0	44.1%	33	17.8%	0
Weighted base:		101		1		1		1		3		18		1		74		2
Sample:		96		1		1		2		4		21		1		63		3
Q35 Do you regularly visit any other local villages for shopping, leisure or work?																		
Yes	21.6%	174	9.3%	17	15.8%	23	31.5%	17	20.4%	17	32.7%	25	21.3%	21	28.1%	30	44.9%	23
No	78.4%	631	90.7%	170	84.2%	124	68.5%	38	79.6%	65	67.3%	51	78.7%	79	71.9%	77	55.1%	28
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q35A Which other local villages do you regularly visit? [MR]																		
Asfordby Hill	2.4%	4	0.0%	0	0.0%	0	2.6%	0	7.1%	1	2.7%	1	4.5%	1	0.0%	0	4.3%	1
Croxton Kerrial	1.7%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	4.6%	1	1.4%	0
Frisby on the Wreake	5.4%	9	13.6%	2	0.0%	0	26.7%	5	12.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Long Clawson	11.9%	21	12.5%	2	34.8%	8	0.0%	0	17.4%	3	18.0%	4	0.0%	0	10.0%	3	0.0%	0
Somerby	2.2%	4	0.0%	0	0.0%	0	7.4%	1	7.1%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Stathern	3.9%	7	10.4%	2	0.0%	0	1.9%	0	7.1%	1	5.7%	1	0.0%	0	6.8%	2	0.0%	0
Waltham in the Wolds	5.3%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	1	21.8%	5	0.0%	0	8.6%	3	0.0%	0
Wymondham	1.6%	3	0.0%	0	0.0%	0	2.6%	0	0.0%	0	1.9%	0	4.5%	1	0.0%	0	3.7%	1
Other - Outside catchment area	33.0%	57	20.9%	4	31.6%	7	11.9%	2	48.3%	8	40.6%	10	22.7%	5	30.9%	9	52.7%	12
Bingham	8.1%	14	0.0%	0	0.0%	0	0.0%	0	2.7%	0	13.8%	3	0.0%	0	34.0%	10	0.0%	0
Oakham	5.6%	10	14.5%	3	15.5%	4	8.2%	1	0.0%	0	0.0%	0	7.8%	2	0.0%	0	2.0%	0
Syston	9.9%	17	20.9%	4	6.7%	2	25.2%	4	9.8%	2	0.0%	0	0.0%	0	0.0%	0	26.7%	6
Eastwell	1.4%	2	7.3%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Hoby	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Old Dalby	0.7%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cold Overton	0.4%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottesmore	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.8%	8	0.0%	0	0.0%	0
Market Overton	1.0%	2	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0
Whissendine	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	0.0%	0
Barkstone-le-Vale	0.5%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrowby	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Belvoir Castle	0.6%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.1%	5	0.0%	0	6.7%	2	5.0%	1	3.8%	1	4.6%	1	0.0%	0	0.0%	0	4.9%	1
Weighted base:		174		17		23		17		17		25		21		30		23
Sample:		203		11		14		28		23		34		20		28		45

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q36 In which town, village or out-of-town location does your household spend most money on restaurants & cafes?																		
Asfordby	0.7%	6	0.7%	1	0.0%	0	1.2%	1	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bladen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bottesford	3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	23.7%	25	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Corby	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frisby on the Wreake	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	3.9%	31	0.0%	0	6.3%	9	1.5%	1	0.0%	0	6.2%	5	2.1%	2	13.3%	14	0.0%	0
Leicester	5.1%	41	6.7%	13	4.1%	6	9.7%	5	4.3%	4	3.5%	3	0.7%	1	1.3%	1	17.2%	9
Loughborough	1.5%	12	4.3%	8	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Melton Mowbray	37.8%	304	58.3%	109	60.0%	88	44.3%	25	32.6%	27	44.7%	34	9.9%	10	6.5%	7	10.3%	5
Newark	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.8%	7	0.0%	0
Nottingham	5.1%	41	1.2%	2	1.4%	2	5.0%	3	12.7%	10	10.5%	8	1.4%	1	11.9%	13	3.0%	1
Oakham	5.9%	47	1.4%	3	1.4%	2	6.2%	3	0.8%	1	2.9%	2	36.1%	36	0.0%	0	0.9%	0
Somerby	0.2%	2	0.0%	0	1.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	2.0%	16	0.0%	0	0.0%	0	1.8%	1	0.6%	0	0.0%	0	14.5%	15	0.0%	0	0.0%	0
Stathern	0.7%	6	0.0%	0	1.1%	2	0.6%	0	0.0%	0	3.8%	3	0.0%	0	0.9%	1	0.0%	0
Syston	1.1%	9	0.7%	1	0.0%	0	0.6%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Thurmaston	0.7%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Uppingham	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
Waltham in the Wolds	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Wymondham	0.9%	7	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	2.6%	3	0.6%	1	1.3%	1
Ab Kettleby	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
Allington	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
Ashwell	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
Barkby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Barkestone-le-Vale	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
Bingham	0.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Bishop's Stortford	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Burrough on the Hill	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
Clipston	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
Cold Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cold Overton	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
Cottesmore	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Cropwell Bishop	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empingham	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
Exton	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
Gaddesby	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4
Glenfield	0.0%	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
Greetham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Grimston	0.8%	6	0.0%	0	1.4%	2	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harby	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	1.3%	1	0.0%	0
Harlaxton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Hickling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoby	0.0%	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
Hose	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby Bellars	0.2%	2	0.0%	0	0.0%	0	0.6%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Knipton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Mountsorrel	0.0%	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
Muston	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
Newton Linford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Norwich	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough	0.0%	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
Quorn	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Rearsby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Redmile	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Rothley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Rutland	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	0	2.1%	2	0.0%	0	0.0%	0
Rutland Water	0.2%	2	1.0%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxelbye	0.9%	7	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Croxton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sowerby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Stapleford	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thrusington	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4
Twyford	0.3%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Vale of Belvoir	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.9%	1	0.0%	0
West Bridgford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Whissendine	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
Woolsthorpe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0

Column %ges.

Melton Household Survey for Peter Brett Associates

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
Wymeswold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	38	5.2%	10	3.5%	5	4.0%	2	9.9%	8
(Don't do this activity)	14.1%	114	14.2%	27	17.1%	25	6.0%	3	13.9%	11
Weighted base:	805	187	147	56	81	76	100	107	50	
Sample:	805	100	100	101	100	100	100	100	104	

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q37 In which town, village or out-of-town location does your household spend most money on pubs / bars / nightclubs / music venues?																		
Asfordby	1.7%	14	0.0%	0	0.0%	0	6.4%	4	12.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	3.3%	27	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	19.5%	21	0.0%	0	0.0%	0
Burton	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
Corby	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%	0
Frisby on the Wreake	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	2.3%	18	1.3%	2	0.0%	0	0.8%	0	0.0%	0	0.9%	1	0.7%	1	13.0%	14	0.0%	0
Leicester	4.0%	33	3.2%	6	7.5%	11	7.2%	4	4.5%	4	1.3%	1	0.0%	0	0.0%	0	13.6%	7
Long Clawson	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.7%	6	0.7%	1	1.9%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Melton Mowbray	25.1%	202	59.5%	111	29.7%	44	21.7%	12	18.1%	15	18.7%	14	2.1%	2	1.3%	1	4.5%	2
Newark	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Nottingham	2.5%	20	0.0%	0	3.3%	5	7.4%	4	2.0%	2	3.0%	2	0.0%	0	6.5%	7	0.0%	0
Oakham	4.1%	33	0.7%	1	0.0%	0	1.5%	1	0.8%	1	1.6%	1	29.1%	29	0.0%	0	0.0%	0
Peterborough	0.8%	7	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Somerby	0.6%	4	0.0%	0	1.1%	2	3.5%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Stamford	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Stathern	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	0.7%	1	0.9%	1	0.0%	0
Syston	0.5%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Uppingham	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
Waltham in the Wolds	0.8%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0
Wymondham	0.7%	6	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0
Ab Kettleby	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
Ashby-de-la-Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Ashwell	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
Barrow-on-Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrowby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Bishop's Stortford	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Colsterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cossington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Cottesmore	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
East Goscote	0.0%	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
Gaddesby	1.0%	8	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6
Glenfield	0.0%	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
Great Dalby	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetham	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.0%	0	0.0%	0
Grimston	0.6%	5	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harby	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	9	0.0%	0	1.3%	1	0.0%	0
Harlaxton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Hickling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoby	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Hose	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Kinoulton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Kirby Bellars	0.3%	3	1.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knipton	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
Knossington	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
Langham	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Manton	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
Mountsorrel	0.0%	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
Nether Broughton	0.1%	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
Norwich	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Old Dalby	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
Queniborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Rearsby	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5
Redmile	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Rutland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.6%	0
Saltby	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.9%	1	0.0%	0
Scaford	0.6%	5	0.0%	0	1.1%	2	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Sewstern	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
Sibley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Thrusington	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	7
Twyford	0.2%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale of Belvoir	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.0%	4	0.0%	0
West Bridgford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Whissendine	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0	0.0%	0
Woolsthorpe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wymeswold	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
(Don't know / varies)	4.6%	37	6.1%	11	3.6%	5	1.2%	1	7.7%	6	4.9%	4	2.6%	3	4.2%	5	4.8%	2
(Don't do this activity)	31.7%	255	25.9%	48	43.1%	63	24.2%	13	34.5%	28	25.3%	19	37.1%	37	34.0%	36	17.4%	9

Column %ges.

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Weighted base:	805	187	147	56	81	76	100	107	50									
Sample:	805	100	100	101	100	100	100	100	104									
Q38 Where does your household spend most money on the cinema / theatre?																		
Cineworld, Nottingham	0.8%	6	1.4%	3	0.7%	1	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.6%	1	0.0%	0
City Cinema, Leicester	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	0
Curve, Leicester	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Guildhall Arts Centre, Grantham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Melton Theatre, Melton Mowbray	4.4%	35	4.3%	8	8.7%	13	12.1%	7	2.6%	2	4.1%	3	1.2%	1	0.9%	1	0.6%	0
Odeon, Leicester	2.5%	20	3.7%	7	4.0%	6	4.4%	2	0.0%	0	0.0%	0	1.4%	1	1.7%	2	4.1%	2
Odeon, Loughborough	0.5%	4	1.0%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Phoenix, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Piccadilly, Leicester	0.8%	7	0.0%	0	4.0%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Grantham	2.6%	21	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.5%	2	0.0%	0	17.2%	18	0.0%	0
Regal Cinema, Melton Mowbray	25.8%	208	42.9%	80	25.4%	37	27.2%	15	22.0%	18	31.1%	24	21.7%	22	3.4%	4	16.1%	8
Savoy, Nottingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	1.8%	2	0.0%	0
Showcase, Leicester	5.7%	46	5.6%	11	6.1%	9	2.0%	1	4.5%	4	2.5%	2	5.2%	5	1.3%	1	25.1%	13
Showcase, Nottingham	12.2%	99	7.8%	15	13.3%	20	11.6%	6	34.5%	28	19.9%	15	2.8%	3	11.1%	12	0.0%	0
Showcase, Peterborough	1.2%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	9.2%	9	0.0%	0	0.0%	0
Sparkenhoe, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Stamford Arts Centre, Stamford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0
Theatre Royal, Nottingham	2.1%	17	1.3%	2	2.1%	3	0.8%	0	0.0%	0	2.8%	2	1.4%	1	6.9%	7	0.6%	0
Town Hall, Loughborough	0.8%	6	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Vue City Centre, Leicester	1.8%	15	3.9%	7	2.1%	3	4.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Vue Meridian Park, Leicester	3.4%	28	7.5%	14	1.5%	2	1.2%	1	7.3%	6	0.9%	1	0.0%	0	0.0%	0	8.4%	4
Bottesford	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
Broadway Cinema, Nottingham	0.6%	5	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0
De Montfort Hall, Leicester	0.4%	3	0.7%	1	0.0%	0	1.2%	1	0.6%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	0
Leicester	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
Little Theatre, Leicester	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%	0
London - Central / West End	0.6%	5	0.5%	1	0.0%	0	0.0%	0	1.5%	1	2.5%	2	1.0%	1	0.0%	0	0.0%	0
Newark	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0
Norwich	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Odeon, Lincoln	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0
Odeon, Newark	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0
Royal Shakespeare Theatre, Stratford-upon-Avon	0.0%	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
Stamford Corn Exchange Theatre, Broad Street, Stamford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Thrussington	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
Uppingham Theatre, Uppingham	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
(Don't know / varies)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	1	0.0%	0	0.9%	1	3.2%	2
(Don't do this activity)	29.0%	234	19.6%	37	26.6%	39	25.9%	14	19.9%	16	27.0%	21	49.5%	50	40.1%	43	28.1%	14
Weighted base:	805	187	147	56	81	76	100	107	50									
Sample:	805	100	100	101	100	100	100	100	104									

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q39 In which town, village or out-of-town location does your household spend most money on health & fitness?																		
1st Class Pole Fitness, North Street, Melton Mowbray	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Bodyworx Gym and Fitness, Thorpe Road, Melton Mowbray	0.5%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GoodLife Gym Health and Fitness, Jubilee Street, Melton Mowbray	0.9%	7	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Hardknocks Boxing and Fitness, Snow Hill, Melton Mowbray	1.3%	11	0.0%	0	6.1%	9	0.8%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Jubilee Sports, Jubilee Street, Melton Mowbray	0.3%	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
Lifestyle Fitness, Burton Road, Melton Mowbray	0.3%	3	0.0%	0	1.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Facilities Group, Digby Drive, Melton Mowbray	0.5%	4	0.0%	0	0.0%	0	0.6%	0	2.2%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Well Fit, Beler Way, Melton Mowbray	0.4%	3	0.7%	1	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asfordby	0.4%	3	0.7%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Burton	0.2%	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
Croxton Kerrial	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0	0.0%	0
Frisby on the Wreake	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Grantham	3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	1.4%	1	19.2%	21	0.0%	0
Leicester	0.7%	6	0.0%	0	0.5%	1	0.0%	0	1.5%	1	0.9%	1	0.0%	0	1.3%	1	3.9%	2
Loughborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Melton Mowbray - other locations	13.4%	108	20.3%	38	22.1%	32	13.3%	7	18.6%	15	8.3%	6	5.6%	6	0.9%	1	4.8%	2
Newark	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Nottingham	1.1%	9	0.0%	0	0.0%	0	1.5%	1	0.6%	0	7.6%	6	0.0%	0	1.8%	2	0.0%	0
Oakham	0.8%	6	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0
Somerby	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston	1.2%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	9
Waltham in the Wolds	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Barnsdale Hall Hotel & Country Club, North Oakham	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Bingham	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
Burstable	0.0%	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
Gaddesby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Greetham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hose	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
Keyworth	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
Langham	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
Marston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Mountsorrel	0.0%	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
Norwich	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queniborough	0.0%	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
Stapleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Upper Broughton	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)	1.9%	16	2.2%	4	4.0%	6	1.8%	1	2.0%	2	1.3%	1	1.0%	1	0.0%	0	1.9%	1
(Don't do this activity)	68.5%	551	73.4%	137	57.6%	85	70.0%	39	69.9%	57	65.1%	50	74.9%	75	71.8%	77	62.9%	32
Weighted base:	805	187		147		56		81		76		100		107		50		
Sample:	805	100		100		101		100		100		100		100		104		

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q40 In which town, village or out-of-town location does your household spend most money on bingo / casinos?																		
Mecca Bingo, Leicester	1.5%	12	5.4%	10	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Leicester	0.2%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Gala Bingo, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Genting Casino, Nottingham	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%	0
Grosvenor Casino, Leicester	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
Asfordby	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asfordby Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby	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
Grantham	1.4%	11	3.7%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.2%	3	0.0%	0
Leicester	0.9%	8	0.0%	0	4.7%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.7%	6	2.1%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	1.2%	10	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	5.7%	6	0.0%	0
Stathern	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%	0
Syston	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottesmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Scalford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	1	0.0%	0
(Don't do this activity)	92.7%	746	87.0%	163	90.0%	132	95.3%	53	97.2%	79	96.0%	73	98.8%	99	90.4%	97	99.1%	50
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

Q41 In which town, village or out-of-town location does your household spend most money on family entertainment? (i.e. ten pin bowling, ice skating, children's play centres etc.)

AMF Bowling, Peterborough	1.4%	11	0.0%	0	6.7%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Grantham Bowl, Grantham	10.6%	85	20.7%	39	11.1%	16	3.0%	2	7.8%	6	9.0%	7	3.5%	4	10.7%	11	0.0%	0
Hollywood Bowl, Leicester	3.4%	28	5.9%	11	0.7%	1	4.1%	2	5.8%	5	0.6%	0	2.1%	2	0.0%	0	11.6%	6
Ten Pin, Nottingham	4.3%	35	3.6%	7	1.9%	3	4.5%	2	13.4%	11	1.3%	1	5.2%	5	5.3%	6	0.0%	0
Bottesford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.7%	2	0.0%	0
Central London	0.3%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	3.3%	26	2.6%	5	2.1%	3	1.2%	1	1.5%	1	3.5%	3	2.4%	2	10.5%	11	0.6%	0
Leicester	0.9%	7	0.0%	0	1.4%	2	1.5%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Melton Mowbray	2.2%	18	1.9%	4	6.5%	9	1.8%	1	2.9%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Newark	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
Nottingham	6.0%	48	7.9%	15	6.3%	9	5.6%	3	4.2%	3	13.1%	10	1.4%	1	2.2%	2	7.8%	4
Oakham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Peterborough	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
Thurmaston	0.9%	7	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham in the Wolds	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%	0
Ancaster	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
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Greetham	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
Meridian Leisure Park, Lubbesthorpe Way, Braunstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Milton Keynes	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Whissendine	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
(Don't know / varies)	0.9%	7	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.7%	1
(Don't do this activity)	63.6%	512	50.9%	95	62.6%	92	73.9%	41	61.0%	50	68.4%	52	71.2%	71	68.9%	74	73.2%	37
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

GEN Gender of respondent:

Male	33.6%	270	33.0%	62	34.1%	50	33.2%	18	28.4%	23	32.7%	25	39.2%	39	34.8%	37	30.4%	15
Female	66.4%	535	67.0%	125	65.9%	97	66.8%	37	71.6%	58	67.3%	51	60.8%	61	65.2%	70	69.6%	35
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

AGE Could I ask how old you are please?

18 to 24	3.6%	29	1.8%	3	3.8%	6	6.3%	4	0.0%	0	4.5%	3	2.5%	2	4.6%	5	11.6%	6
25 to 34	15.1%	121	22.1%	41	24.1%	35	13.3%	7	8.4%	7	9.5%	7	10.5%	10	9.7%	10	4.9%	2
35 to 44	17.6%	142	27.9%	52	18.0%	26	12.2%	7	36.3%	30	11.4%	9	5.4%	5	10.0%	11	3.4%	2
45 to 54	20.5%	165	28.5%	53	17.7%	26	18.8%	10	20.1%	16	15.7%	12	10.6%	11	30.3%	32	7.2%	4
55 to 64	17.5%	141	10.7%	20	13.8%	20	22.3%	12	16.7%	14	28.9%	22	19.4%	19	16.6%	18	30.9%	16
65 +	23.3%	188	8.3%	15	21.7%	32	25.1%	14	16.7%	14	30.0%	23	42.2%	42	25.5%	27	39.9%	20
(Refused)	2.4%	19	0.8%	2	0.9%	1	2.0%	1	1.9%	2	0.0%	0	9.4%	9	3.2%	3	2.2%	1
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
CAR How many cars does your household own or have the use of?																		
None	6.6%	53	3.7%	7	16.8%	25	3.5%	2	2.2%	2	5.0%	4	6.7%	7	5.4%	6	2.6%	1
One	36.2%	292	34.6%	65	47.7%	70	36.4%	20	38.7%	31	29.4%	22	35.1%	35	29.3%	31	32.0%	16
Two	39.3%	317	52.3%	98	23.5%	35	31.3%	17	46.4%	38	35.4%	27	37.1%	37	41.8%	45	40.3%	20
Three or more	17.0%	137	9.4%	18	11.2%	17	27.8%	15	12.2%	10	30.1%	23	17.6%	18	23.5%	25	23.4%	12
(Refused)	0.8%	6	0.0%	0	0.7%	1	1.0%	1	0.6%	0	0.0%	0	3.5%	4	0.0%	0	1.7%	1
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

WOR Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

Working full time	55.1%	443	73.9%	138	44.0%	65	48.3%	27	65.9%	54	58.2%	44	35.6%	36	55.3%	59	40.4%	20
Working part time	8.7%	70	9.8%	18	11.0%	16	16.4%	9	3.9%	3	5.0%	4	5.9%	6	8.5%	9	9.5%	5
Retired on a state pension	9.1%	73	3.4%	6	10.3%	15	9.9%	6	4.4%	4	15.0%	11	10.2%	10	12.8%	14	14.4%	7
ONLY																		
Retired has a private pension / other income	16.6%	134	5.5%	10	15.4%	23	18.1%	10	15.8%	13	15.7%	12	35.8%	36	14.7%	16	28.3%	14
A housewife / husband	0.5%	4	0.0%	0	1.4%	2	1.2%	1	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Unemployed	3.1%	25	6.0%	11	4.1%	6	0.0%	0	3.7%	3	1.3%	1	1.0%	1	2.6%	3	0.6%	0
A student	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Disabled / long-term sick	3.0%	24	0.0%	0	10.5%	15	3.3%	2	3.0%	2	0.0%	0	0.0%	0	3.4%	4	2.4%	1
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
(Refused)	3.7%	30	1.3%	2	3.4%	5	2.7%	2	2.6%	2	4.0%	3	11.6%	12	1.9%	2	4.3%	2
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

ZON Zone:

Zone 1	23.2%	187	100.0%	187	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	18.3%	147	0.0%	0	100.0%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	6.9%	56	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.1%	81	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	9.5%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 7	13.3%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107	0.0%	0
Zone 8	6.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104

PC Postcode sector:

LE13 0	23.2%	187	100.0%	187	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE13 1	18.3%	147	0.0%	0	100.0%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE14 2	6.9%	56	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE14 3	10.1%	81	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE14 4	9.5%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0
LE15 7	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
LE7 4	6.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50
NG13 0	7.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.4%	58	0.0%	0
NG32 1	6.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.6%	49	0.0%	0
Weighted base:		805		187		147		56		81		76		100		107		50
Sample:		805		100		100		101		100		100		100		100		104