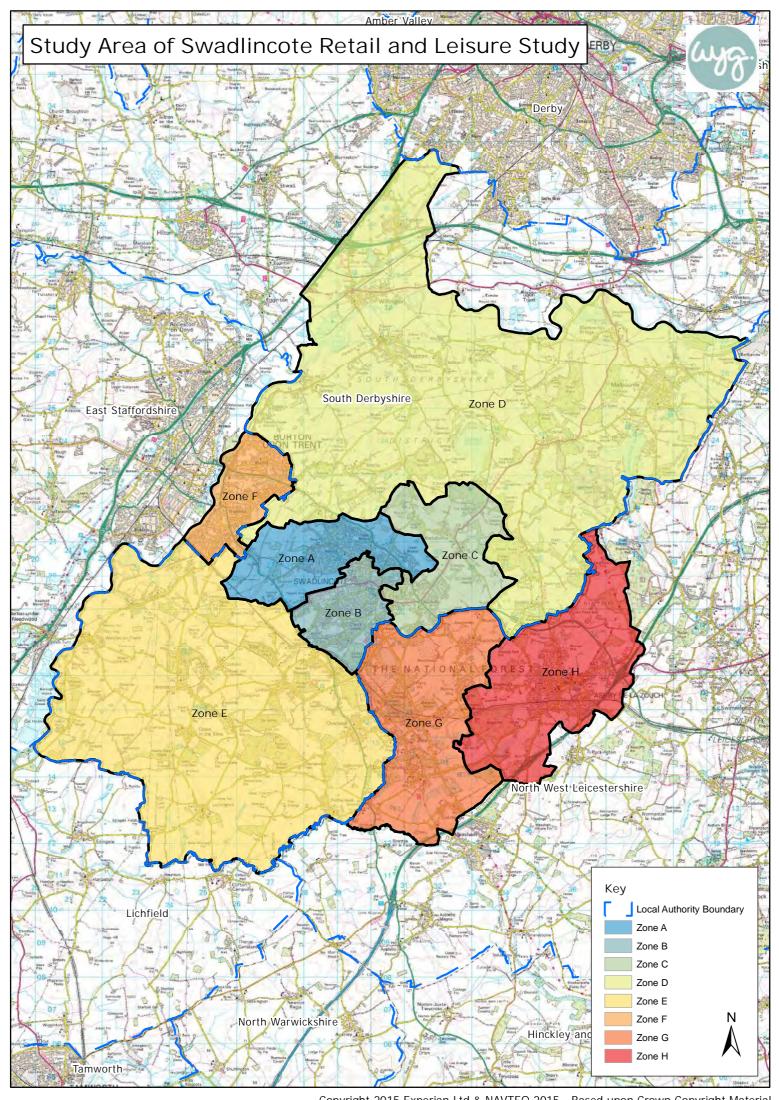


Appendices



Appendix 1 – Map of Study Area and Zones



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Appendix 2 – Household Survey and In-Street Survey Results

Page 180 July 2015

Swadlincote Household Survey for WYG

Weighted:

weighted.						-	01 11	1 0									July	2013
	Tota	1	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone :	5	Zone 6		Zone '	7	Zone	8
Q01 Where did you last Excl Internet & Nulls	go to un	derta	ke your	main	food an	d gro	cery sho	oppin	g?									
Zone 1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Newhall Sainsburys Local, High Street, Swadlincote	0.0% 0.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.9%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Zone 2 Aldi, Hepworth Retail Park,	12.6%	95	23.1%	27	28.3%	32	15.1%	10	1.6%	2	20.6%	15	0.6%	1	16.5%	9	1.0%	1
Pipeworks, Swadlincote Iceland, Unit 3, Coppice Side, Swadlincote	0.4%	3	1.0%	1	0.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Belmont Street, Swadlincote	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
Morrisons, Coppice Side, Swadlincote	21.6%	163	38.1%	44	35.5%	40	43.6%	28	4.2%	4	37.2%	27	3.2%	5	22.5%	12	3.9%	4
Sainsburys Local, Glamorgan Way,	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	1
Swadlincote Sainsburys, Civic Way, Swadlincote	15.3%	115		34		33	18.6%	12	8.8%	9		12	3.7%	5	7.1%	4	6.3%	6
Swadlincote The Pipeworks, Swadlincote	0.1% 0.1%	1 0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.6% 0.0%	1 0
Zone 3 Asda Petrol Filling Station, Tollgate, Burton Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Budgens, Derby Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Co-op - Foodstore, 2 Castle	0.6%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Way, Willington Sainsbury's Local, Derby Road, Melbourne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 Co-op - Foodstore, 67 Burton Road, Overseal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6 Co-op - Foodstore, 129	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Road, Stapenhill Tesco Express, Stanton Road, Stapenhill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Zone 7 Donisthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 Aldi, Dents Road,	5.6%	42	2.0%	2	0.5%	1	0.0%	0	4.1%	4	0.8%	1	0.0%	0	15.6%	8	28.3%	26
Ashby-de-la-zouch Ashby-de-la-Zouch	0.2%	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
Co-op - Foodstore, 73 Market Street, Ashby-de-la-zouch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Co-op - Foodstore, 9 Derby Road, Ashby-de-la-zouch	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.2%	2
Tesco, Resolution Road, Ashby-de-la-zouch Outside Study Area -	13.3%	100	1.7%	2	2.4%	3	17.2%	11	18.5%	19	0.7%	1	0.0%	0	33.1%	18	51.9%	47
Birmingham Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Outside Study Area - Charnwood																		
Asda Supermarket, 25 Charnwood Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Derby Aldi, Nottingham Road,	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
Derby Aldi, Uttoxeter New Road, Derby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Walmart Supercentre, Derby Road, Derby	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
Asda, Sinfin District Centre,	2.5%	19	0.0%	0	0.0%	0	0.0%	0	18.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Page 181 July 2015

Swadlincote Household Survey for WYG

W-1-1-4-4	,		~			f	or WY	7 C	0 - 0 - 10 - 0								TJ 2	2015
Weighted:	Total		Zone 1		Zone 2		Zone 3	G	Zone 4		Zone 5		Zone (<u> </u>	Zone 7	,	July 2 Zone 8	
Arleston Lane, Derby M&S Foodhall, 17 London Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 71-77, Farm Street, Derby	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
Sainsburys, Kingsway Retail Park, Derby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	C
Sainsburys, Wyvern Way, Derby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Tesco, Kipling Drive, Derby Outside Study Area - East Staffordshire	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 Union Street - Former Comet , Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Horninglow Street, Burton-on-trent	5.5%	41	1.9%	2	0.0%	0	0.0%	0	4.6%	5	6.7%	5	20.7%	30	0.0%	0	0.0%	C
Asda, Octagon Centre, Orchard Street, Burton-on-trent	2.1%	16	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	9.9%	14	0.0%	0	0.0%	C
Burton Upon Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	C
Co-op - Foodstore, Crowberry Lane,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	C
Barton-under-needwood Iceland, Unit 34, Octagon Centre, Orchard Street,	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
Burton-on-trent Lidl, Derby Street,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Burton-on-trent M&S Foodhall, 2-6 St Modwens Walk,	0.7%	6	0.0%	0	0.0%	0	2.1%	1	1.0%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Burton-on-trent Morrisons, Wellington Road,	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	8.2%	12	0.0%	0	0.0%	C
Burton-on-trent Sainsburys Local, Horninglow Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	C
Burton-on-trent Sainsburys, Union Street, Burton-on-trent	2.5%	19	0.7%	1	0.0%	0	0.8%	0	4.7%	5	0.0%	0	8.5%	12	0.0%	0	0.6%	1
Tesco, St Peters Bridge, Burton-on-trent	8.5%	64	1.8%	2	0.6%	1	0.0%	0	3.7%	4	2.8%	2	38.8%	55	0.0%	0	0.0%	C
Uttoxiter Outside Study Area -	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%	C
Erewash Co-op - Foodstore, 4 The Green, Draycott Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gedling Co-op - Foodstore, 473- 479 Tamworth Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham Outside Study Area - Leicester																		
Leicester Outside Study Area - Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Aldi, Church Street, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	C
Outside Study Area - North Warwickshire Co-op - Foodstore, 70 New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Street, Dordon Outside Study Area - North West Leicestershire	0.004		0.004	•	0.004		0.004		0.004		0.004		0.004		0.004		0.004	
Aldi, Adcock Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op - Foodstore, Ashby Road, Ibstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lidl, 48 Thornborough Road, Coalville Morrisons, Whitwick Road,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.4% 2.2%	1 2	0.0%	0	0.0%	0	0.7%	0	0.0%	(
Coalville Outside Study Area - Nottingham	0.0%	4	0.0%	U	0.0%	U	0.0%	U	۷.270	۷	0.0%	U	0.0%	U	0.0%	U	4.5%	2
Nottingham Outside Study Area - 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

Swadlincote Household Survey

Weighted:						fe	or W	YG									July 2	2015
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone	8
Other, East Midlands Outside Study Area - South Derbyshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Huntspill Road, Hilton Outside Study Area - Tamworth	0.7%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Asda Walmart Supercentre, Ventura Retail Park, Ventura Park Road, Tamworth	0.5%	4	0.0%	0	2.8%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsburys, Bitterscote Drive, Tamworth Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		753 763		115 95		113 96		63 93		102 92		72 96		143 96		53 98		91 97
Mean score: [£]																		
Q02 How much did you s Those who gave a desti	•	•	r last ma	ain fo	od and	grocei	ry shop	ping t	rip to (S	STORE	E MENT	ONE	O AT Q0	1)?				

Those who gave a des	tination at	Q01																
£1 - £5	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.8%	6	1.6%	2	0.0%	0	0.7%	0	0.8%	1	1.3%	1	0.5%	1	0.6%	0	0.8%	1
£11 - £15	0.9%	7	1.4%	2	0.0%	0	0.7%	0	1.5%	2	1.5%	1	1.2%	2	1.1%	1	0.0%	0
£16 - £20	2.4%	19	2.1%	3	1.4%	2	2.1%	1	1.1%	1	7.8%	6	2.9%	5	3.0%	2	0.5%	1
£21 - £25	1.9%	15	5.3%	6	0.9%	1	1.4%	1	1.4%	2	0.6%	0	1.9%	3	1.1%	1	0.9%	1
£26 - £30	5.0%	40	4.0%	5	1.8%	2	4.2%	3	6.3%	7	8.1%	6	5.2%	8	7.4%	4	5.2%	5
£31 - £35	2.5%	20	4.1%	5	0.0%	0	3.9%	3	2.3%	3	1.5%	1	2.0%	3	2.5%	1	4.8%	4
£36 - £40	6.5%	52	7.2%	9	4.3%	5	6.9%	5	8.4%	9	4.8%	4	5.7%	9	9.4%	5	6.6%	6
£41 - £45	3.7%	30	2.7%	3	4.2%	5	2.3%	2	2.9%	3	1.5%	1	5.7%	9	3.4%	2	5.1%	5
£46 - £50	10.4%	83	8.2%	10	12.6%	15	6.5%	4	10.9%	12	6.8%	5	10.7%	17	7.1%	4	17.4%	16
£51 - £55	2.3%	18	1.7%	2	4.8%	6	5.3%	4	1.4%	2	2.0%	1	0.9%	1	1.1%	1	2.2%	2
£56 - £60	10.8%	86	4.0%	5	13.1%	15	10.9%	7	14.8%	16	16.3%	12	9.5%	15	18.1%	10	5.2%	5
£61 - £65	2.9%	23	2.8%	3	5.2%	6	3.0%	2	2.8%	3	3.8%	3	2.1%	3	1.1%	1	1.9%	2
£66 - £70	7.8%	63	8.6%	10	8.0%	9	4.3%	3	4.2%	5	6.1%	5	13.0%	20	2.7%	1	9.2%	9
£71 - £75	2.1%	17	0.0%	0	7.2%	8	3.9%	3	0.0%	0	1.5%	1	1.2%	2	1.5%	1	2.2%	2
£76 - £80	9.2%	74	10.3%	12	9.1%	11	12.0%	8	1.1%	1	12.9%	10	15.3%	24	6.2%	3	4.2%	4
£81 - £85	2.6%	21	1.5%	2	6.6%	8	1.1%	1	4.7%	5	2.7%	2	2.0%	3	0.7%	0	0.0%	0
£86 - £90	3.1%	24	2.5%	3	0.0%	0	6.8%	5	4.3%	5	0.6%	0	4.1%	6	4.2%	2	3.0%	3
£91 - £95	0.4%	3	0.7%	1	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
£96 - £100	7.1%	57	9.9%	12	3.7%	4	11.1%	8	4.8%	5	3.1%	2	6.7%	11	7.3%	4	11.7%	11
£101 - £120	5.0%	40	5.3%	6	4.0%	5	0.8%	1	7.4%	8	4.1%	3	2.3%	4	10.5%	6	8.3%	8
£121 - £140	1.3%	10	1.7%	2	1.5%	2	1.7%	1	2.5%	3	0.0%	0	0.0%	0	1.5%	1	1.6%	1
£141 - £160	2.5%	20	6.3%	8	5.2%	6	0.0%	0	1.7%	2	4.8%	4	0.0%	0	0.7%	0	0.7%	1
£161 - £180	0.6%	5	2.2%	3	0.0%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	0.7%	0	0.0%	0
£181 - £200	0.7%	6	0.0%	0	0.6%	1	0.8%	1	2.7%	3	0.0%	0	0.5%	1	0.0%	0	0.7%	1
£201 - £250	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
£251+	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
(Don't know / varies)	4.7%	37	3.4%	4	1.7%	2	6.4%	4	8.7%	10	4.0%	3	4.3%	7	7.6%	4	3.8%	4
(Refused)	2.1%	17	2.7%	3	2.7%	3	1.6%	1	1.5%	2	0.8%	1	2.2%	3	0.7%	0	3.4%	3
Mean:		69.16		72.34		73.47		66.40		73.37		68.53		63.32		66.42		68.58
Weighted base:		798		121		117		68		111		75		157		55		94
Sample:		798		100		100		99		99		100		100		100		100

Q03 Which retailer do you purchase your main food Internet / home delivery shopping from? Those who shop online at Q01

Asda	11.7%	5	15.1%	1	0.0%	0	27.9%	1	17.0%	2	16.5%	1	0.0%	0	0.0%	0	39.3%	1
Morrisons	14.7%	7	13.2%	1	44.2%	2	11.4%	1	0.0%	0	0.0%	0	22.2%	3	35.3%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	33.2%	15	17.4%	1	0.0%	0	21.3%	1	12.3%	1	0.0%	0	77.8%	11	64.7%	1	0.0%	0
Tesco	27.8%	13	54.4%	3	55.8%	2	39.3%	2	37.0%	3	49.0%	2	0.0%	0	0.0%	0	0.0%	0
Ocado	12.5%	6	0.0%	0	0.0%	0	0.0%	0	33.7%	3	34.6%	1	0.0%	0	0.0%	0	60.7%	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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		45		6		4		5		9		4		14		1		2
Sample:		35		5		4		6		7		4		4		2		3

Page 182

Page 183 July 2015

Swadlincote Household Survey for WYG

Weighteu.						-	01 11		•								July	2015
	Tota	1	Zone	1	Zone	2	Zone 3		Zone 4	ļ	Zone	5	Zone	6	Zone	7	Zone	8
Q04 For your last main f Those who shop online		rnet /	home d	lelive	ry shopp	oing o	order, hov	v dic	d you rec	eive	your go	ods?						
Collection at store	1.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home delivery	99.0%		100.0%	6	87.8%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	2
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Collection at click and collect hub (non-store location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Collection at other location (Don't know / varies)	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Weighted base: Sample:		45 35		6 5		4 4		5 6		9 7		4 4		14 4		1 2		2 3
Q05 What is the main rea	ason yo	u cho	ose (ST	ORE I	MENTIO	NED	AT Q01) t	o do	your ma	ain fo	od and	groce	ery shop	ping	?			
Those who gave a desti	ination at	Q01																
Accessibility by public transport	0.3%	3	0.7%	1	0.0%	0	0.0%	0		2	0.0%	0	0.0%	0		0		0
Car parking prices	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.9%	1
Car parking provision Choice of food goods	2.9% 6.7%	23 53	2.2% 11.4%	3 14	2.9% 1.8%	3 2	3.0% 11.0%	2 7	2.0% 4.0%	2	3.5% 5.3%	3	4.1% 4.7%	6 7	0.7% 11.9%	0 7	4.0% 7.8%	4 7
available Choice of shops nearby	0.7%	5	0.0%	0	0.0%	0	0.9%	1	2.4%	3	0.0%	0	0.0%	0		0		1
selling non-food goods Choice of shops selling food	0.5%	4	0.9%	1		0	0.9%	1	0.0%	0	2.0%	1	0.0%	0		0		1
goods Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Delivery service	3.1%	24	1.5%	2	1.0%	1	3.5%	2	3.9%	4	4.2%	3	6.3%	10	1.6%	1	0.9%	1
Click & Collect service	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.5%	12	3.0%	4	0.0%	0	2.2%	1	1.4%	2	0.8%	1	2.7%	4	0.0%	0	0.0%	0
Good internal layout	0.8%	6	0.0%	0	0.0%	0	2.0%	1	0.9%	1	0.7%	1	2.1%	3	0.0%	0	0.0%	0
Good service / friendly staff Habit / always use it / preference for retailer	0.4% 5.2%	3 41	0.0% 6.1%	0 7	0.0% 0.6%	0	0.0% 3.7%	0	0.0% 4.4%	0 5	0.0% 5.5%	0 4	1.0% 8.7%	2 14	0.0% 7.8%	0 4	1.5% 3.9%	1 4
Internet shopping is convenient	1.5%	12	2.8%	3	0.4%	1	2.8%	2	1.0%	1	0.0%	0	2.0%	3	0.9%	0	1.4%	1
Lower prices	18.9%	151	20.1%	24	28.1%	33	9.4%	6	9.8%	11	23.2%	18	19.0%	30	24.4%	13	16.9%	16
Loyalty card / points scheme	1.8%	15	1.8%	2	0.9%	1	0.0%	0	3.1%	3	1.7%	1	3.1%	5	3.2%	2	0.0%	0
Near to home	29.7%	237	28.7%	35		27	26.8%	18	36.1%	40	23.9%	18	31.4%	49	24.1%	13		37
Near to work	0.9%	8	0.0%	0	0.4%	1	3.9%	3	0.0%	0	0.8%	1	2.0%	3	0.0%	0	0.6%	1
Nice shopping environment Only one in the area / no	0.2% 0.2%	2	0.8% 0.9%	1 1	0.0% 0.0%	0	0.7% 0.0%	0	0.0% 0.0%	0	0.7% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.6%	0	0.0% 0.0%	0
other choice Preference for retailer	4.3%	35	6.0%	7	9.9%	12	1.7%	1	2.0%	2	4.6%	3	1.4%	2	6.1%	3	3.7%	3
Provision of leisure facilities nearby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.9%	1	0.0%	0		0	0.0%	0
Provision of services nearby, such as banks and other	0.4%	3	0.0%	0	0.6%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0
financial services Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	8.9%	71	5.0%	6	19.8%	23	13.2%	9	8.4%	9	7.5%	6	6.4%	10	5.1%	3	5.2%	5
Quality of shops selling food goods	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
Safety (during the day) Safety (during the evening /	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0		0
night time) Staff discount / work there	1.9%	15	1.7%	2	2.0%	2	2.5%	2	0.6%	1	2.0%	1	1.3%	2	5.3%	3	2.3%	2
Value for money	4.7%	38	3.0%	4	6.8%	8	3.6%	2	5.5%	6	8.0%	6	0.9%	1	3.1%	2	8.8%	8
Other (Don't know / no reason in particular)	0.0% 3.6%	0 29	0.0% 3.3%	0 4	0.0% 1.2%	0	0.0% 8.5%	0 6	0.0% 7.8%	0 9	0.0% 4.2%	0	0.0% 2.2%	0	0.0% 4.0%	0 2	0.0% 0.0%	0
Weighted base: Sample:		798 798		121 100		117 100		68 99		111 99		75 100		157 100		55 100		94 100
1																		

Total

Zone 1

Weighted:

Swadlincote Household Survey

Zone 3

Zone 2

for WYG July 2015

Zone 5

Zone 6

Zone 7

Zone 4

Q06 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)? Those who gave a destination at Q01 72.9% 582 78.4% 95 64.9% 76 69.4% 47 78.6% 87 78.0% 59 75.4% 118 68.5% 65.8% 62 38 0 0 0 Change layout too often 0.2% 0.0% 0.4% 0 0.0% 0.0% 0 0.0% 0.7% 0.0% 0 0.0% 0 2.4% 19 4.9% 6.0% 4.6% 0.0% 0.0% 0 0.9% 1.3% 0.7% Difficult / expensive parking 6 0 3 1 1 Difficult to get to 0.5% 4 0.0% 0 0.0% 0 0.0% 0 0.5% 1 0.0% 0 2.0% 3 0.0% 0 0.0% 0 Expensive 3.8% 30 6.1% 7 5.4% 2.2% 0.0% 0 3.1% 2 5.2% 2.3% 3.4% 3 Lack of cycle parking 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 2.1% 2 0.9% 7.9% 6 0.0% 0 1.3% 0.0% 0 Lack of parking 17 1.7% 6.2% 7 1 0.6% 1 1 0 Lack of public transport 0.0% n 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% n 0.0% 0 0.0% 0 Limited range of goods 4.9% 39 4.1% 3.3% 4 3.5% 5.6% 6 5.5% 4 3.1% 5 12.6% 5.7% 0 0 0 0 0 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% No petrol station Poor internal layout 2.8% 22 1.0% 1 2.7% 3 0.9% 1 2.1% 2 0.0% 0 6.9% 11 5.5% 3 1.0% 1 1.8% 0.0% 0 6.6% 3.4% 3.0% 3 0.0% 0 0.0% 0.0% 0 0.8% Poor quality 14 8 2 0 Preference for retailer 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 0.0% 0 0.8% 0.0% 0.5% Staff rude / unhelpful 1.0% 0.0% 0 1.8% 0.6% 0 0 5.2% 5 8 1 1 1 Too busy 1.5% 12 1.9% 2 0.4% 0 2.0% 1 1.8% 2 0.0% 0 0.9% 1 0.7% 0 4.4% 4 Too far away 1.2% 10 0.0% 0 1.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.6% 3 5.8% 5 1.0% 0.0% 0 0.0% 0 0.0% 0 2.5% 3 0.0% 0 3.0% 5 0.0% 0 0.8% Too small 8 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 Not a nice environment 0.7% 1.0% 1.2% 0.7% 0 0.5% 0.0% 0 0.7% 0.0% 0 0.8% 5 Not enough checkouts open 0.7% 6 0.0% 0 0.3% 0 3.2% 2 0.5% 0.8% 1 1.2% 0.0% 0 0.0% 1.5% 2.5% 0.0% 0 0.6% 0 4.5% 1.4% 11 0.9% 0.0% 0 1 2.2% 2 2 Too big 1 4 0 Internet issues (can't choose 0.4% 3 0.0% 0 0.0% 0 2.8% 2 0.6% 1 0.0% 0.0% 0 0.0% 0 0.9% 1 own produce, sell by dates etc.) 0.8% 0 1.1% 0.0% 0 0.0% 1.0% 2.5% 2 1.4% 1 0 2.1% 0.0% (Don't know) 6 1 1 1 Weighted base: 798 121 117 68 111 75 157 55 94 798 100 99 100 100 100 100 Sample: 100 99 Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0 Q07 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)? Those who gave a destination at O01 0.9% 1.0% 0.0% 0.0% 0.9% 0.5% 0 0.8% Daily 0.6% 0 0 0.6% 1 74 6.4% At least two times a week 9.2% 6.9% 8 11.8% 14 8.8% 6 10.2% 11 7.8% 6 10 11.4% 6 12.7% 12 64.4% At least once a week 69.6% 556 75.8% 92 67.0% 78 74.3% 51 64.1% 71 73.8% 56 71.3% 112 35 65.0% 61 At least once a fortnight 11.8% 9.4% 11 16.9% 20 9.8% 13.2% 15 11.4% 10.5% 17 11.4% 6 11.2% 11 51 2.9% 3.4% 2 3.9% 3 9.0% At least once a month 6.4% 4.6% 6 3 7.6% 8 14 11.6% 6 8.4% 8 At least every two months 0.5% 4 0.8% 1 0.0%0 0.9% 1 1.0% 1 0.8% 1 0.0% 0 0.6% 0 0.5% 0.7% 2 0.0% 0.0% 0 2.5% 0.0% 0.0% 0 0.0% Less often 1.6% 0 3 1.4% 0 0 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 2.3% 4 0.0% 0 0.0% Have only visited once 4 0 0 0 0.0% 0 (Don't know / varies) 0.7% 5 0.0% 1.4% 2 2.8% 2 0.5% 1 0.0% 0 0.0% 0 1.3% 1 1.19 1.19 1.16 1.25 1.21 1.19 1.09 1.23 1.31 Weighted base: 798 121 117 68 75 157 55 9/1 111 99 100 100 100 100 Sample: Q08 How do you normally travel to (STORE MENTIONED AT Q01)? Those who gave a destination but not those who shop online at Q01 78.5% 591 80.1% 92 91.1% 103 71.0% 45 73.4% 75 81.4% 58 76.0% 109 84.1% 45 70.3% 64 Car / van (as driver) 13.8% 104 13.5% 10.9% 13.3% Car / van (as passenger) 16 5.8% 7 18.7% 12 15.8% 16 8 19 9.6% 5 23.8% 22 Bus, minibus or coach 2.2% 17 3.0% 3 0.4% 0 4.9% 3 2.8% 3 2.4% 2 2.7% 4 2.5% 0.0% 0 0.0% 0 0 0.0% 0 0.0% Motorcycle, scooter or 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 moped Walk 2.8% 2.1 0.8% 1 2.4% 3 0.9% 1 6.1% 6 3.1% 2 2.8% 4 0.0% 0 5.1% 5 Taxi 1.6% 12 1.7% 2 0.0% 0 1.0% 0.0% 0 1.5% 4.4% 2.6% 0.8% 1 1 6 1 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 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bicvcle 0.0% 0 0.0% 0.0% 0 Mobility scooter / disability 0.1% 0.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 vehicle 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% 0 2 7 0.0% 0.4% 0 3.6% 1.9% 2 0.7% 1 0.9% 1 1.2% 1 0.0% 0 Weighted base: 753 115 113 63 102 72 143 53 91 763 93 98 97 Sample: 95 96 92 96 96

Page 184

Zone 8

Swadlincote Household Survey for WYG

Weighted: for WYG July 2015

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Mean score: [Minute	es]																	
Q09 How long did your la Those who gave a desti	-	-	•				Q01) tal	ke?										
1 - 5 minutes	43.2%	325	50.4%	58	77.1%	87	48.2%	31	11.2%	11	24.3%	17	43.5%	62	19.1%	10	52.7%	48
6 - 10 minutes	35.7%	269	33.6%	39	14.9%	17	33.7%	21	41.3%	42	48.5%	35	42.8%	61	53.2%	28	28.3%	2
11 - 15 minutes	9.8%	74	6.4%	7	1.3%	1	8.5%	5	20.9%	21	16.2%	12	6.7%	10	14.8%	8	10.2%	
6 - 20 minutes	6.2%	46	5.4%	6	1.1%	1	1.7%	1	23.6%	24	8.6%	6	1.4%	2	7.0%	4	2.1%	
21 - 25 minutes 26 - 30 minutes	1.2%	9	0.0%	0	2.8%	3	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.8%	0	4.4%	
1 minutes +	1.9% 0.8%	14 6	3.5% 0.0%	4	0.0% 2.4%	3	2.1% 1.5%	1 1	1.1% 0.8%	1 1	0.0%	0	3.5% 0.8%	5 1	2.7% 1.3%	1 1	1.3% 0.0%	
Don't know / can't	1.1%	8	0.0%	1	0.0%	0	2.5%	2	1.0%	1	1.4%	1	1.4%	2	1.1%	1	1.1%	
remember)	1.1 /0	O	0.770	1	0.070	U	2.570		1.070	1	1.4/0	1	1.70	2	1.1/0	1	1.1 /0	
Refused)	0.1%	1	0.0%	0	0.4%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Mean:	0.170	9.47	0.070	8.78	0.170	7.13	0.570	9.40	0.070	13.21	0.070	10.24	0.070	8.60	0.070	11.74	0.070	8.6
Weighted base: Sample:		753 763		115 95		113 96		63 93		102 92		72 96		143 96		53 98		9
Q10 When do you norma	ally do y		ain food		pping?													
Weekdays during the day	43.6%	349	52.5%		39.0%	46	43.6%	30	52.9%	59	42.1%	32	32.8%	51	41.0%	23	48.0%	4:
Weekdays during the evening	14.6%	117	3.5%	4	27.7%	32	15.5%	11	12.4%	14		9	19.0%	30	2.8%	2	16.1%	1
Saturday	13.6%	109	11.5%	14	11.3%	13	14.0%	10	12.1%	13	14.4%	11	17.9%	28	12.9%	7	13.2%	1
Sunday Don't know / varies)	4.5% 23.7%	36 190	4.0% 28.5%	5 35	3.5% 18.6%	4 22	4.3% 22.7%	3 16	2.3% 20.5%	3 23	4.7% 26.6%	4 20	5.7% 24.7%	9 39	6.5% 36.7%	4 20	5.7% 17.0%	1
Weighted base:	23.770	800	20.570		10.070		22.770		20.570		20.070		24.770		30.770		17.070	9.
Sample:	food she	800	a ie vou	121 100	linked w	117 100	v other	69 100	itv2	112 100		75 100		157 100		55 100		
Sample: Q11 When you go main to Not those who shop online	line at Q0	800 opping		100		100 vith ar		100 r activ		100	0.00	100	12.70/	100	2.00	100	6.70/	10
Sample: Q11 When you go main to Not those who shop only Yes – non-food shopping	line at Q0 8.0%	800 Opping	7.3%	100 r trip	6.2%	100 vith ar 7	3.4%	100 r activ	10.9%	100	8.0%	100	12.7%	100	3.8%	100	6.7% 8.0%	10
Sample: Q11 When you go main to Not those who shop only Yes – non-food shopping Yes – other-food shopping	line at Q0	800 opping		100		100 vith ar		100 r activ		100	8.0% 7.7% 3.0%	100	12.7% 2.4% 1.3%	100	3.8% 1.1% 1.9%	100	6.7% 8.0% 0.6%	100
Sample: 211 When you go main to Not those who shop only es – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity	8.0% 4.2% 2.2%	800 Opping 01 61 32 17	7.3% 2.7% 1.6%	100 r trip 8 3 2	6.2% 7.1% 2.8%	100 vith ar 7 8 3 0	3.4% 2.5% 2.5% 5.8%	100 r activ	10.9% 1.7% 4.2%	100 11 2 4	7.7% 3.0% 1.7%	100 6 6 2	2.4% 1.3% 3.3%	100 18 3 2	1.1% 1.9% 0.7%	100 2 1 1	8.0% 0.6% 0.0%	10
Sample: Q11 When you go main to Not those who shop onlows: Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from	8.0% 4.2% 2.2%	800 Opping 01 61 32 17	7.3% 2.7% 1.6%	100 r trip 8 3 2	6.2% 7.1% 2.8%	100 vith ar	3.4% 2.5% 2.5%	100 r activ	10.9% 1.7% 4.2%	100 11 2 4	7.7% 3.0%	100 6 6 2	2.4% 1.3%	100 18 3 2	1.1% 1.9%	100 2 1 1	8.0% 0.6%	100
Sample: Q11 When you go main to Not those who shop only Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college /	8.0% 4.2% 2.2%	800 Opping 01 61 32 17	7.3% 2.7% 1.6%	100 r trip 8 3 2	6.2% 7.1% 2.8%	100 vith ar 7 8 3 0	3.4% 2.5% 2.5% 5.8%	100 r activ	10.9% 1.7% 4.2%	100 11 2 4	7.7% 3.0% 1.7%	100 6 6 2	2.4% 1.3% 3.3%	100 18 3 2	1.1% 1.9% 0.7%	100 2 1 1	8.0% 0.6% 0.0%	10
Sample: 211 When you go main in Not those who shop only Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college / university	8.0% 4.2% 2.2% 2.1% 4.3% 0.6%	800 ppping 01 61 32 17 16 33 4	7.3% 2.7% 1.6% 0.0% 3.6% 1.0%	100 r trip 8 3 2 0 4	6.2% 7.1% 2.8% 0.0% 1.2%	100 vith ar 7 8 3 0 1 2	3.4% 2.5% 2.5% 5.8% 6.9% 0.0%	100 r activ 2 2 2 2 4 4 0	10.9% 1.7% 4.2% 5.8% 5.2% 0.5%	100 11 2 4 6 5	7.7% 3.0% 1.7% 0.8% 0.0%	100 6 6 2 1 1	2.4% 1.3% 3.3% 10.5% 0.0%	18 3 2 5 15	1.1% 1.9% 0.7% 0.8% 2.1%	100 2 1 1 0 0	8.0% 0.6% 0.0% 1.3% 0.0%	100
Sample: Q11 When you go main to Not those who shop onlows: Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college / university Yes – getting petrol	8.0% 4.2% 2.2% 2.1% 4.3%	800 opping 01 61 32 17 16 33	7.3% 2.7% 1.6% 0.0% 3.6%	100 r trip 8 3 2 0 4	6.2% 7.1% 2.8% 0.0% 1.2%	100 vith ar 7 8 3	3.4% 2.5% 2.5% 5.8% 6.9%	100 r activ	10.9% 1.7% 4.2% 5.8% 5.2%	110 2 4 6 5	7.7% 3.0% 1.7% 0.8%	100 6 6 2	2.4% 1.3% 3.3% 10.5%	100 18 3 2 5 15	1.1% 1.9% 0.7% 0.8%	100 2 1 1 0 0	8.0% 0.6% 0.0% 1.3%	100
Sample: 211 When you go main to Not those who shop only Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college / university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family /	8.0% 4.2% 2.2% 2.1% 4.3% 0.6%	800 opping 61 32 17 16 33 4	7.3% 2.7% 1.6% 0.0% 3.6% 1.0%	100 r trip 8 3 2 0 4 1	6.2% 7.1% 2.8% 0.0% 1.2% 1.4% 11.3% 3.9%	100 vith ar 7 8 3 0 1 2	3.4% 2.5% 2.5% 5.8% 6.9% 0.0%	100 r activ	10.9% 1.7% 4.2% 5.8% 5.2% 0.5%	111 2 4 6 5	7.7% 3.0% 1.7% 0.8% 0.0%	100 6 6 2 1 1	2.4% 1.3% 3.3% 10.5% 0.0%	18 3 2 5 15 0	1.1% 1.9% 0.7% 0.8% 2.1%	100 2 1 1 0 0 1	8.0% 0.6% 0.0% 1.3% 0.0%	100
Sample: 211 When you go main to Not those who shop only Yes — non-food shopping Yes — other-food shopping Yes — visiting services such as banks and other financial institutions Yes — leisure activity Yes — travelling to / from work Yes — travelling to / from school / college / university Yes — getting petrol Yes — visiting café / pub / restaurant Yes — visiting family / friends	8.0% 4.2% 2.2% 2.1% 4.3% 0.6% 3.7% 2.9%	800 opping 61 32 17 16 33 4 28 22 14	7.3% 2.7% 1.6% 0.0% 3.6% 1.0% 2.4% 1.9%	100 8	6.2% 7.1% 2.8% 0.0% 1.2% 1.4% 11.3% 3.9% 0.8%	100 vith ar 7 8 3 0 1 2 13 4 1	3.4% 2.5% 2.5% 5.8% 6.9% 0.0% 4.7% 1.9% 0.0%	100 2 2 2 2 4 4 4 0 3 1	10.9% 1.7% 4.2% 5.8% 5.2% 0.5% 3.4% 1.9% 5.7%	100 111 2 4 6 5 1	7.7% 3.0% 1.7% 0.8% 0.0% 0.8% 1.3% 4.1%	100 6 6 2 1 1 0 1 1 3	2.4% 1.3% 3.3% 10.5% 0.0% 1.0% 2.7% 0.6%	188 3 2 5 15 0	1.1% 1.9% 0.7% 0.8% 2.1% 0.7% 11.4% 0.6%	100 2 1 1 0 0 1 0 6 0	8.0% 0.6% 0.0% 1.3% 0.0% 4.1% 1.7%	100
Sample: Q11 When you go main to Not those who shop onlows: Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college / university Yes – getting petrol Yes – yeisting café / pub / restaurant Yes – visiting family / friends	8.0% 4.2% 2.2% 2.1% 4.3% 0.6% 3.7% 2.9%	800 opping 61 32 17 16 33 4 28 22	7.3% 2.7% 1.6% 0.0% 3.6% 1.0% 2.4% 1.9%	100 r trip 8 3 2 0 4 1	6.2% 7.1% 2.8% 0.0% 1.2% 1.4% 11.3% 3.9% 0.8%	100 vith ar 7 8 3 3 0 1 2 13 4	3.4% 2.5% 2.5% 5.8% 6.9% 0.0%	100 2 2 2 2 4 4 0 3 1	10.9% 1.7% 4.2% 5.8% 5.2% 0.5%	100 111 2 4 6 5 1	7.7% 3.0% 1.7% 0.8% 0.0% 0.8% 1.3%	100 6 6 2 1 1 0	2.4% 1.3% 3.3% 10.5% 0.0% 1.0% 2.7%	18 3 2 5 15 0	1.1% 1.9% 0.7% 0.8% 2.1% 0.7% 11.4%	100 2 1 1 0 0 1 0 6	8.0% 0.6% 0.0% 1.3% 0.0% 4.1% 1.1%	100
Sample: 211 When you go main to Not those who shop only Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college / university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family / friends Yes – visiting health service such as doctor, dentist, hospital Yes – visiting other service such as laundrette,	8.0% 4.2% 2.2% 2.1% 4.3% 0.6% 3.7% 2.9%	800 opping 61 32 17 16 33 4 28 22 14	7.3% 2.7% 1.6% 0.0% 3.6% 1.0% 2.4% 1.9%	100 8	6.2% 7.1% 2.8% 0.0% 1.2% 1.4% 11.3% 3.9% 0.8% 0.0%	100 vith ar 7 8 3 0 1 2 13 4 1	3.4% 2.5% 2.5% 5.8% 6.9% 0.0% 4.7% 1.9% 0.0%	100 2 2 2 2 4 4 4 0 3 1	10.9% 1.7% 4.2% 5.8% 5.2% 0.5% 3.4% 1.9% 5.7%	100 111 2 4 6 5 1	7.7% 3.0% 1.7% 0.8% 0.0% 0.8% 1.3% 4.1%	100 6 6 2 1 1 0 1 1 3	2.4% 1.3% 3.3% 10.5% 0.0% 1.0% 2.7% 0.6%	188 3 2 5 15 0	1.1% 1.9% 0.7% 0.8% 2.1% 0.7% 11.4% 0.6%	100 2 1 1 0 0 1 0 6 0	8.0% 0.6% 0.0% 1.3% 0.0% 4.1% 1.7%	
Sample: Q11 When you go main to Not those who shop only Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college / university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family / friends Yes – visiting health service such as doctor, dentist, hospital Yes – visiting other service such as laundrette, hairdresser, recycling	8.0% 4.2% 2.2% 2.1% 4.3% 0.6% 3.7% 2.9% 1.9% 0.4%	800 opping 61 32 17 16 33 4 28 22 14 3	7.3% 2.7% 1.6% 0.0% 3.6% 1.0% 2.4% 1.9% 1.6% 0.7%	100 r trip 8 8 3 2 2 0 4 1 1 2 2 1 0 0	6.2% 7.1% 2.8% 0.0% 1.2% 1.4% 11.3% 3.9% 0.8% 0.0%	100 vith ar	3.4% 2.5% 2.5% 5.8% 6.9% 0.0% 4.7% 1.9% 0.0% 0.0%	100 r activ 2 2 2 2 4 4 0 0 0 0	10.9% 1.7% 4.2% 5.8% 5.2% 0.5% 3.4% 1.9% 5.7% 0.9%	100 111 2 4 6 5 1 3 2 6 1	7.7% 3.0% 1.7% 0.8% 0.0% 0.8% 1.3% 4.1% 1.6%	100 6 6 2 1 1 0 1 1 3 1	2.4% 1.3% 3.3% 10.5% 0.0% 1.0% 2.7% 0.6% 0.0%	180 3 2 5 15 0 14 1 0	1.1% 1.9% 0.7% 0.8% 2.1% 0.7% 11.4% 0.6% 0.6%	100 2 1 1 0 0 1 0 6 0 0	8.0% 0.6% 0.0% 1.3% 0.0% 4.1% 1.7% 0.0%	1000
Sample: Q11 When you go main to Not those who shop onle Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college / university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family / friends Yes – visiting health service such as doctor, dentist, hospital Yes – visiting other service such as laundrette, hairdresser, recycling Yes – other activity	8.0% 4.2% 2.2% 2.1% 4.3% 0.6% 3.7% 2.9% 1.9% 0.4%	800 opping 61 32 17 16 33 4 28 22 14 3 12	7.3% 2.7% 1.6% 0.0% 3.6% 1.0% 2.4% 1.9% 1.6% 0.7%	100 r trip 8 3 2 0 4 1 3 2 1	6.2% 7.1% 2.8% 0.0% 1.2% 1.4% 11.3% 3.9% 0.8% 0.0%	100 vith ar	3.4% 2.5% 2.5% 5.8% 6.9% 0.0% 4.7% 1.9% 0.0% 0.7%	100 r activ 2 2 2 2 4 4 0 0 3 1 0 0	10.9% 1.7% 4.2% 5.8% 5.2% 0.5% 3.4% 1.9% 5.7% 0.9% 8.1%	100 11 2 4 6 5 1 3 2 6 1	7.7% 3.0% 1.7% 0.8% 0.0% 0.8% 1.3% 4.1% 1.6% 0.8%	100 6 6 2 1 1 0 1 1 3 1	2.4% 1.3% 3.3% 10.5% 0.0% 1.0% 2.7% 0.6% 0.0%	188 3 2 5 15 0 1 4 1 0	1.1% 1.9% 0.7% 0.8% 2.1% 0.7% 11.4% 0.6% 0.6% 0.0%	100 2 1 1 0 0 1 0 6 0	8.0% 0.6% 0.0% 1.3% 0.0% 4.1% 1.7% 0.0% 0.0%	1000
Sample: Q11 When you go main to Not those who shop onlow Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college / university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family / friends Yes – visiting health service such as doctor, dentist, hospital Yes – visiting other service such as laundrette, hairdresser, recycling Yes – other activity No activity	8.0% 4.2% 2.2% 2.1% 4.3% 0.6% 3.7% 2.9% 1.9% 0.4%	800 opping 61 32 17 16 33 4 28 22 14 3	7.3% 2.7% 1.6% 0.0% 3.6% 1.0% 2.4% 1.9% 1.6% 0.7%	100 r trip 8 3 2 0 4 1 3 2 1 0 0	6.2% 7.1% 2.8% 0.0% 1.2% 1.4% 11.3% 3.9% 0.8% 0.0%	100 vith ar	3.4% 2.5% 2.5% 5.8% 6.9% 0.0% 4.7% 1.9% 0.0% 0.0%	100 r activ 2 2 2 2 4 4 0 0 0 0 0	10.9% 1.7% 4.2% 5.8% 5.2% 0.5% 3.4% 1.9% 5.7% 0.9%	100 111 2 4 6 5 1 3 2 6 1 8	7.7% 3.0% 1.7% 0.8% 0.0% 0.8% 1.3% 4.1% 1.6%	100 6 6 2 1 1 0 1 1 3 1	2.4% 1.3% 3.3% 10.5% 0.0% 1.0% 2.7% 0.6% 0.0%	188 3 2 5 15 10 0 1 4 4 1 0 0 2 0 0	1.1% 1.9% 0.7% 0.8% 2.1% 0.7% 11.4% 0.6% 0.6%	100 2 1 1 0 0 1 0 6 0 0	8.0% 0.6% 0.0% 1.3% 0.0% 4.1% 1.7% 0.0%	1000 11 11 11 12 11 11 11 11 11 11
Sample: Q11 When you go main to Not those who shop onle Yes – non-food shopping Yes – other-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college / university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family / friends Yes – visiting health service such as doctor, dentist, hospital Yes – visiting other service such as laundrette,	8.0% 4.2% 2.2% 2.1% 4.3% 0.6% 3.7% 2.9% 1.9% 0.4%	800 opping 61 32 17 16 33 4 28 22 14 3 12 0 488	7.3% 2.7% 1.6% 0.0% 3.6% 1.0% 2.4% 1.9% 1.6% 0.7% 0.0%	100 r trip 8 3 2 0 4 1 3 2 1 0 87	6.2% 7.1% 2.8% 0.0% 1.2% 1.4% 11.3% 3.9% 0.8% 0.0% 0.7%	100 vith ar	3.4% 2.5% 2.5% 5.8% 6.9% 0.0% 4.7% 1.9% 0.0% 0.7%	100 r activ 2 2 2 2 4 4 0 0 0 0 0 45	10.9% 1.7% 4.2% 5.8% 5.2% 0.5% 3.4% 1.9% 5.7% 0.9% 8.1%	100 11 2 4 6 5 1 3 2 6 1 8	7.7% 3.0% 1.7% 0.8% 0.0% 0.8% 1.3% 4.1% 1.6% 0.8%	100 6 6 2 1 1 0 1 1 3 1 1 0 49	2.4% 1.3% 3.3% 10.5% 0.0% 1.0% 2.7% 0.6% 0.0% 1.1%	188 3 2 5 15 10 0 1 4 4 1 0 2 2 0 86	1.1% 1.9% 0.7% 0.8% 2.1% 0.7% 11.4% 0.6% 0.6% 0.6%	100 2 1 1 0 0 1 0 6 0 0 1 0 37	8.0% 0.6% 0.0% 1.3% 0.0% 4.1% 1.7% 0.0% 0.0%	1000 667711 11000 4411 22000 65555

Page 185

Swadlincote Household Survey for WYG

																	7	
	Tota	1	Zone	1	Zone	2	Zone :	3	Zone 4		Zone 5	;	Zone 6		Zone 7		Zone	8
Q12 Where do you do the		-		ise ser	vices at Q]11 AI	VD Excl Ir	iterne	t & Nulls									
Zone 1																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Civic Way, Swadlincote	1.6%	2	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote The Pipeworks, Swadlincote	49.2% 3.4%	53 4	92.0% 0.0%	12 0	74.9% 5.5%	14 1	68.7% 31.2%	4 2	24.8% 6.0%	4	76.4% 0.0%	10 0	9.5% 0.0%	2 0	91.9% 0.0%	3 0	24.9% 0.0%	3 0
Zone 3 Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Bluebell Arboretum and Nursery, Annwell Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smisby Melbourne	0.9%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 Chapmans Nurseries, The	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nurseries, Burton Road, Swadlincote Zone 6	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.076	U
Stapenhill Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfordby Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch Outside Study Area - Birmingham	14.2%	15	0.0%	0	6.3%	1	0.0%	0	28.8%	5	4.3%	1	0.0%	0	8.1%	0	61.4%	9
Birmingham Outside Study Area - Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charnwood B&Q, Jubilee Drive, Belton 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	0.0%	0
Outside Study Area - Derby Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	1.7%	2	0.0%	0	4.1%	1	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, Derby Outside Study Area - East Staffordshire	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent St Peters Retail Park, Burton	23.6% 2.1%	25 2	7.9% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	21.1% 0.0%	3 0	19.4% 0.0%	3 0	76.3% 9.8%	18 2	0.0% 0.0%	0	3.7% 0.0%	1 0
Upon Trent Wellington Road Retail Park, Burton Upon Trent Outside Study Area -	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Leicester Leicester Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.00/	0	0.007	0	0.007	0	0.007		0.00/	0	0.00/		0.00/	^	0.00/	^	0.004	0
Alrewas Tamworth Outside Study Area - North	0.0% 0.6%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.6%	0
West Leicestershire A.W Beesley & Son, Heather Lane Nurseries, Heather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Coalville Whitwick Retail Park, Coalville Outside Study Area -	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Nottingham Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other Belper Outside Study Area - South	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derbyshire																		

Page 186

July 2015

by Zone (Filtered, Weighted)

Weighted:

Swadlincote Household Survey for WYG

Page 187
July 2015

	Total		Zone 1	[Zone 2	,	Zone 3	3	Zone 4	ı	Zone 5	5	Zone 6		Zone 7		Zone	3
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Tamworth																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Walsall																		
Walsall 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
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		108 123		13 14		18 17		5 10		16 14		13 23		23 18		4 11		14 16

Swadlincote Household Survey for WYG

	Total		Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone	8
Q13 Where else do you Excl Internet & Nulls	undertak	e you	ır main f	ood a	and groc	ery s	shopping	j?										
Zone 1																		
Newhall Sainsburys Local, High Street, Swadlincote	0.0% 0.2%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.4%	
Zone 2 Aldi, Hepworth Retail Park, Pipeworks, Swadlincote	7.2%	29	9.1%	5	12.5%	8	14.3%	5	2.5%	1	12.1%	5	2.0%	2	8.7%	2	1.4%	
celand, Unit 3, Coppice Side, Swadlincote	5.5%	23	18.0%	10	4.5%	3	0.0%	0	2.3%	1	7.7%	3	0.0%	0	0.0%	0	10.2%	
Lidl, Belmont Street, Swadlincote	4.7%	19	9.7%	5	10.7%	7	9.0%	3	0.0%	0	2.4%	1	0.0%	0	9.5%	3	0.0%	
Morrisons, Coppice Side, Swadlincote	15.7%	64	22.7%	13	28.3%	19	27.2%	10	3.5%	1	19.3%	7	3.4%	3	28.1%	8	5.9%	
Sainsburys Local, Glamorgan Way, Swadlincote	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	
Sainsburys, Civic Way, Swadlincote	16.9%	69	31.3%	18	32.8%	22	37.4%	14	4.9%	2	21.0%	8	1.2%	1	9.3%	3	4.1%	
Swadlincote Tesco Express, Common	0.2% 0.1%	1	0.0% 0.0%	0	0.0% 0.6%	0	1.3% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.4% 0.0%	0	0.0% 0.0%	
Road, Swadlincote The Pipeworks, Swadlincote	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 3 Asda Petrol Filling Station, Tollgate, Burton Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Woodville Tesco Express, 42 High Street, Swadlincote	0.2%	1	0.0%	0	0.7%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 4 Budgens, Derby Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Melbourne Sainsbury's Local, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Road, Melbourne Zone 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	
Co-op - Foodstore, 67 Burton Road, Overseal Zone 6	0.3%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	3.3%	1	0.070	U	0.0%	U	0.0%	,
Co-op - Foodstore, 129 Stanton Road, Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Donisthorpe Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi, Dents Road, Ashby-de-la-zouch	4.7%	19	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	34.1%	1
Ashby-de-la-Zouch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	
Co-op - Foodstore, 73 Market Street, 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	1.1%	
Co-op - Foodstore, 9 Derby Road, Ashby-de-la-zouch	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	
Fesco, Resolution Road, Ashby-de-la-zouch Dutside Study Area -	6.6%	27	4.0%	2	0.0%	0	4.4%	2	7.6%	3	4.1%	2	4.5%	4	20.6%	6	16.7%	!
Birmingham Birmingham Outside Study Area - Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fosse Park Shopping Centre, Fosse Park Avenue,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	
Leicester Outside Study Area - Charnwood	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	
Asda Supermarket, 25 Charnwood Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Outside Study Area - Derby Aldi, Nottingham Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	
Derby Aldi, Uttoxeter New Road, Derby	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Asda, Sinfin District Centre, Arleston Lane, Derby	0.8%	3	0.0%	0	0.0%	0	1.6%	1	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	(
M&S Foodhall, 17 London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(

Page 189 July 2015

Swadlincote Household Survey for WYG

by Zone (Finered, Weighted)	•		^	<i>,</i> , , ,						'	J						I age	10)
Weighted:						I	or WY	G									July 2	
	Total		Zone 1	L	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	6	Zone 7	'	Zone	8
Road, Derby M&S Simply Food, Royal	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Derby Hospital, Uttoxeter Road, Derby Mickleover	0.2%	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
Sainsburys, 1 Peak Drive, Derby	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
Sainsburys, Kingsway Retail Park, Derby	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Wyvern Way, Derby	0.8%	3	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kipling Drive, Derby Outside Study Area - East	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staffordshire 2 Union Street - Former Comet , Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Horninglow Street, Burton-on-trent	3.7%	15	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	15.2%	13	0.0%	0	0.0%	0
Asda, Octagon Centre, Orchard Street,	6.4%	26	3.3%	2	5.5%	4	0.0%	0	0.0%	0	12.3%	5	18.0%	16	1.4%	0	0.0%	0
Burton-on-trent Farmfoods, 2 Burton Place Shopping Centre, Burton-on-trent	0.3%	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
Lidl, Derby Street, Burton-on-trent	0.9%	4	0.0%	0	0.0%	0	1.6%	1	2.3%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0
M&S Foodhall, 2-6 St Modwens Walk, Burton-on-trent	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Morrisons, Wellington Road, Burton-on-trent	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	9.8%	8	0.0%	0	0.0%	0
Sainsburys, Union Street, Burton-on-trent	5.6%	23	0.0%	0	0.0%	0	0.0%	0	13.9%	6	0.0%	0	19.3%	17	0.0%	0	0.0%	0
Tesco, St Peters Bridge, Burton-on-trent	6.0%	24	0.0%	0	1.5%	1	1.6%	1	1.6%	1	10.6%	4	20.8%	18	0.0%	0	0.0%	0
Outside Study Area - Erewash																		
Co-op - Foodstore, 4 The Green, Draycott Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gedling Co-op - Foodstore, 473- 479 Tamworth Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham Sainsburys Local, 375 Tamworth Road, Nottingham Outside Study Area -	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5
Leicester Leicester Outside Study Area - Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, Lichfield Outside Study Area - North	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1
Warwickshire Co-op - Foodstore, 70 New Street, Dordon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West Leicestershire Aldi, Adcock Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Outside Study Area - Nottingham																		
Nottingham Outside Study Area - 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
Other, East Midlands Outside Study Area - South Derbyshire	0.3%	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
Aldi, Huntspill Road, Hilton Outside Study Area - Tamworth	1.9%	8	0.0%	0	0.0%	0	0.0%	0	18.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Page 190

July 2015

Swadlincote Household Survey for WYG

	Total	l	Zone 1	1	Zone 2	ļ	Zone 3		Zone 4	4	Zone 5	5	Zone 6		Zone '	7	Zone	8
Tamworth Asda Walmart Supercentre, Ventura Retail Park, Ventura Park Road.	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3	1.6%	1
Tamworth M&S Foodhall, Ventura Retail Park, Ventura Park	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Road, Tamworth Sainsburys, Bitterscote Drive, Tamworth Other	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.0%	1
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		408 404		57 46		66 60		37 47		43 42		38 49		87 56		27 50		54 54

Mean score: [£]

Q14 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q13)?

Those who gave a destination at Q13

Those who gave a de	simunon ai	QIS																
£1 - £5	0.2%	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
£6 - £10	2.2%	10	3.2%	2	1.4%	1	0.0%	0	0.0%	0	1.2%	0	6.2%	6	1.0%	0	0.0%	0
£11 - £15	2.4%	10	1.9%	1	4.4%	3	2.6%	1	2.2%	1	2.4%	1	0.0%	0	9.2%	3	1.0%	1
£16 - £20	7.9%	34	7.2%	4	11.0%	7	2.5%	1	3.3%	2	6.4%	2	3.4%	3	6.0%	2	21.9%	13
£21 - £25	4.3%	19	6.1%	3	1.6%	1	1.2%	0	9.4%	5	6.2%	2	2.1%	2	6.2%	2	4.6%	3
£26 - £30	8.6%	37	11.1%	6	16.6%	11	7.3%	3	7.4%	4	14.4%	6	4.1%	4	1.0%	0	6.7%	4
£31 - £35	1.9%	8	1.5%	1	3.3%	2	2.5%	1	5.8%	3	0.0%	0	1.1%	1	1.0%	0	0.0%	0
£36 - £40	8.7%	38	5.3%	3	9.6%	6	9.6%	4	6.6%	3	8.8%	3	8.7%	9	15.5%	5	8.2%	5
£41 - £45	2.8%	12	1.7%	1	2.4%	2	3.5%	1	0.0%	0	3.9%	1	1.1%	1	2.4%	1	8.9%	5
£46 - £50	6.1%	26	5.5%	3	6.2%	4	12.7%	5	3.5%	2	3.9%	2	4.1%	4	18.7%	6	2.4%	1
£51 - £55	2.7%	12	1.9%	1	7.7%	5	0.0%	0	5.0%	2	3.3%	1	1.4%	1	2.2%	1	0.0%	0
£56 - £60	7.4%	32	3.8%	2	6.8%	4	9.1%	4	2.2%	1	6.2%	2	15.9%	16	3.3%	1	3.2%	2
£61 - £65	1.6%	7	1.9%	1	0.6%	0	6.1%	2	3.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
£66 - £70	3.4%	15	10.0%	6	3.5%	2	0.0%	0	2.3%	1	2.9%	1	2.2%	2	3.6%	1	2.4%	1
£71 - £75	0.9%	4	1.9%	1	1.5%	1	3.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
£76 - £80	5.4%	24	2.9%	2	3.6%	2	8.5%	3	4.0%	2	13.9%	5	5.1%	5	2.7%	1	5.5%	3
£81 - £85	1.6%	7	0.0%	0	4.9%	3	2.0%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
£86 - £90	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	5.4%	5	2.4%	1	1.4%	1
£91 - £95	0.4%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
£96 - £100	10.2%	45	0.0%	0	0.0%	0	14.9%	6	22.7%	11	3.3%	1	13.6%	13	14.7%	4	15.1%	9
£101 - £120	4.9%	21	8.4%	5	1.0%	1	3.0%	1	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0
£121 - £140	0.7%	3	1.7%	1	1.0%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	2.7%	12	13.4%	8	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
£161 - £180	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
£181 - £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 - £250	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
£251+	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
(Don't know / varies)	8.9%	39	6.7%	4	6.4%	4	11.1%	4	13.1%	6	17.4%	7	4.3%	4	7.6%	2	12.0%	7
(Refused)	1.7%	7	1.9%	1	4.9%	3	0.0%	0	0.0%	0	1.5%	1	0.8%	1	1.3%	0	2.2%	1
Mean:		60.74		68.50		49.98		61.49		68.66		49.73		67.92		51.93		56.46
Weighted base:		435		57		66		39		48		38		99		30		58
Sample:		416		46		60		49		46		49		58		53		55
-																		

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

Q15 How often do you normally do your main food shopping at (STORE MENTIONED AT Q13)?

Those who gave a destination at Q13

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	4.6%	20	1.5%	1	7.3%	5	2.6%	1	2.9%	1	8.6%	3	6.1%	6	2.9%	1	2.6%	2
At least once a week	31.9%	139	41.8%	24	35.8%	24	48.4%	19	25.5%	12	16.9%	6	25.6%	25	44.6%	14	26.0%	15
At least once a fortnight	21.1%	92	25.4%	14	15.0%	10	20.5%	8	33.7%	16	37.6%	14	16.0%	16	13.2%	4	15.5%	9
At least once a month	28.5%	124	18.0%	10	34.0%	23	20.5%	8	24.4%	12	22.1%	8	34.6%	34	22.7%	7	38.0%	22
At least every two months	3.7%	16	3.4%	2	0.0%	0	0.0%	0	7.0%	3	9.2%	4	6.9%	7	2.0%	1	0.0%	0
Less often	5.6%	25	0.0%	0	3.3%	2	0.0%	0	5.2%	3	2.6%	1	8.9%	9	8.8%	3	12.8%	7
Have only visited once	0.0%	0	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)	4.6%	20	9.9%	6	4.6%	3	8.0%	3	1.3%	1	3.0%	1	1.9%	2	5.9%	2	5.1%	3
Mean:		0.74		0.73		0.87		0.82		0.63		0.80		0.71		0.75		0.60
Weighted base:		435		57		66		39		48		38		99		30		58
Sample:		416		46		60		49		46		49		58		53		55

by Zone (Filtered, Weighted)

Yes

No

583 65.9%

217 34.1%

72.8%

27.2%

80 82.4%

41 17.6%

Swadlincote Household Survey for WYG

Page 191

68

26

33 72.5%

22 27.5%

Weighted: For WYG July 2015

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

Q16 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

97 69.8%

21 30.2%

		117	69	112	75	157	55	94
800	100	100	100	100	100	100	100	100

48 69.9%

21 30.2%

78 64.5%

34 35.5%

49 83.1%

27 16.9%

130 60.2%

27 39.8%

Swadlincote Household Survey for WYG Page 192 Weighted: July 2015

	Total		Zone 1	L	Zone 2		Zone 3	3	Zone 4		Zone	5	Zone 6		Zone 7		Zone 8	3
Q17 Where did you last Those who do top-up si							oing?											
Zone 1	pping ut	z 1 0 1	Daci		α 111111	-												
Newhall	0.8%	4	4.0%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops - Zone 1	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, High	2.8%	16	15.1%	12	3.2%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Swadlincote Zone 2																		
Aldi, Hepworth Retail Park, Pipeworks, Swadlincote	4.0%	22	8.4%	7	9.3%	9	4.6%	2	1.1%	1	5.1%	2	0.0%	0	1.0%	0	1.3%	1
Church Gresley Iceland, Unit 3, Coppice	1.6% 1.0%	9 6	0.0% 1.4%	0 1	6.8% 0.6%	6 1	0.0% 4.1%	0 2	1.4% 0.0%	1 0	3.1% 0.9%	1 0	0.0% 1.2%	0 1	0.0% 1.1%	0	0.0% 0.0%	0
Side, Swadlincote Lidl, Belmont Street,	0.4%	2	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Swadlincote																		
Morrisons, Coppice Side, Swadlincote	8.8%	49	16.2%	13	13.7%	13	24.4%	12	0.0%	0	12.9%	6	0.0%	0	15.1%	5	0.8%	1
Sainsburys Local, Glamorgan Way, Swadlincote	5.2%	29	4.8%	4	19.8%	19	0.0%	0	3.1%	2	8.5%	4	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Civic Way, Swadlincote	10.1%	57	22.8%	18	20.5%	19	15.4%	7	0.7%	1	4.7%	2	5.3%	6	8.9%	3	0.0%	0
Swadlincote	2.1%	12	7.0%	6	3.6%	3	5.0%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Common Road, Swadlincote	2.0%	11	0.0%	0	6.9%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	10.1%	3	0.0%	0
Tesco Express, Hearthcote Road, Swadlincote	0.9%	5	1.2%	1	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pipeworks, Swadlincote Zone 3	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Asda Petrol Filling Station, Tollgate, Burton Road,	0.5%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville Tesco Express, 42 High	1.8%	10	0.0%	0	0.0%	0	19.2%	9	0.0%	0	1.3%	1	0.0%	0	1.1%	0	0.0%	0
Street, Swadlincote Woodville	0.4%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Budgens, Derby Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Co-op - Foodstore, 2 Castle	3.5%	20	1.4%	1	0.0%	0	0.0%	0	23.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Way, Willington Findern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Derby	2.5%	14	0.0%	0	0.0%	0	0.0%	0	17.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Melbourne Spar, High Street, Repton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 Co-op - Foodstore, 67	1.2%	7	0.0%	0		0	2.8%	1	0.0%		11.6%	6	0.0%	0	0.0%	0	0.0%	0
Burton Road, Overseal Co-op - Foodstore, Main	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%		28.1%	14	0.0%	0	0.0%	0	0.0%	0
Street, Rosliston Linton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Netherseal	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
Overseal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 Co-op - Foodstore, 129	0.6%	4	1.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Stanton Road, Stapenhill Co-op - Foodstore, 226	2.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	16	0.0%	0	0.0%	0
Woods Lane, Stapenhill Co-op - Foodstore, 98	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	18	0.0%	0	0.0%	0
Church Hill Street, Winshill																		
One Stop, Hawfield Lane, Winshill, Burton-on-Trent	0.3%	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
Stapenhill Tesco Express, 2 Best Avenue, Stapenhill	0.6% 3.0%	3 17	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.3%	0 1	0.0% 2.5%	0 2	0.0% 0.0%	0	3.0% 12.6%	3 14	0.0% 0.0%	0	0.0% 0.0%	0
Tesco Express, Stanton Road, Stapenhill	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1	0.0%	0	0.0%	0
Winshill Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donisthorpe Moira	0.0% 0.3%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 5.8%	0 2	0.0% 0.0%	0								
		_	,0			~	,0	•			/ 0	Ü		0		-		,

Swadlincote Household Survey for WYG

Page 193 July 2015

Weighted: Zone 3 Zone 4 **Total** Zone 1 Zone 2 Zone 5 Zone 6 Zone 7 Zone 8 Other Local Shops - Zone 7 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0 0.0% 0 Zone 8 Aldi, Dents Road, 2.3% 13 0.0% 0 0.0% 0.0% 0 2.8% 2 0.0% 0 0.0% 0.0% 0 15.7% 10 0 0 Ashby-de-la-zouch Ashby-de-la-Zouch 1.3% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.7% 9.5% 6 1 Co-op - Foodstore, 73 1.8% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 0 14.3% 10 Market Street, Ashby-de-la-zouch Co-op - Foodstore, 9 Derby 4.4% 25 0.0% 0 0.0% 0 0.0% 0 3.5% 3 0.0% 0 0.0% 0 1.1% 0 32.8% 22 Road, Ashby-de-la-zouch Tesco, Resolution Road, 5.3% 30 3.9% 3 0.7% 6.3% 3.0% 2 0.0% 0 1.1% 1 10.3% 23.8% 3 3 16 Ashby-de-la-zouch Outside Study Area -Birmingham 0 Birmingham 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Outside Study Area - Blaby Fosse Park Shopping Centre, 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Fosse Park Avenue, Leicester Outside Study Area -Charnwood Asda Supermarket, 25 0.0% 0.0% 0.0% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 Charnwood Road, Shepshed **Outside Study Area - Derby** Aldi, Nottingham Road, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Derby Asda Walmart Supercentre, 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 Derby Road, Derby Asda, Sinfin District Centre, 0.3% 2 0.0% 0 0.0% 0 0.0% 0 2.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Arleston Lane, Derby Co-op - Foodstore, Unit 1. 0.4% 2 0.0% 0 0.0% 0 0.0% 0 2.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Heatherton District Centre, Hollybrook Way, Derby Farmfoods, Ascot Drive, 0.2% 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Derby Other, Derby 0.4% 2 0.0% 0 1.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 0 0.0% 0 Tesco Express, 25 Derby 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 Road, Derby 0.0% 0.0% 0.0% 0 Tesco, Kipling Drive, Derby 0.2% 0.0% 0 0 0.0% 0 1.5% 0.0% 0 0 0.0% 0 Outside Study Area - East Staffordshire 2 Union Street - Former 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Comet, Burton Upon Trent 0.0% 0.0% 0 0.0% 0.0% 8.8% 0.0% 0.0% 0 Aldi, Horninglow Street, 2.0% 11 1.3% 1 0 0 0 10 0 Burton-on-trent 0.0% 0.5% 0.0% 0 Asda, Octagon Centre, 1.8% 10 0 0 0.0% 0 1.2% 2.6% 6.6% 7 0 0.0% Orchard Street. Burton-on-trent Brizlincote 0.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 0.0% 0 0.0% 0 Burton Upon Trent 0.8% 1.5% 0.0% 0 0.0% 0 0.0% 0.0% 0 2.9% 3 0.0% 0 0.0% Co-op - Foodstore. 0.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.3% 0.0% 0 0.0% 0 0.0% 0 1 1 Crowberry Lane, Barton-under-needwood Coopers Square Shopping 0.2% 0.0% 0 0.0% 0 0.0% 0 1.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Centre, Burton Upon Trent Iceland, Unit 34, Octagon 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 2 0.0% 0 0.0% 0 Centre, Orchard Street, Burton-on-trent 0.0% 0 Lidl, Derby Street, 0.3% 2 0.0% 0 0.7% 0.0% 0 0.0% 0 0.0% 0 1.0% 0 0.0% Burton-on-trent M&S Foodhall, 2-6 St 1.2% 1.5% 0.0% 0 1.0% 0 1.2% 0.0% 0 3.4% 0.9% 0 0.0% 0 Modwens Walk Burton-on-trent Morrisons, Wellington Road, 0 6 0.0% 0.0% 0.0% 0 2.1% 2 2.3% 2.8% 3 0.0% 0 0.0% Burton-on-trent Sainsburys Local, 87 Burton 0.0% 0.0% 0.1% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 0 0 0.0% 0 Road, Burton-on-trent Sainsburys Local, 0.5% 3 3.4% 3 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Horninglow Road, Burton-on-trent Sainsburys, Union Street, 0.6% 4 1.0% 0.0% 0.0% 1.2% 0.0% 1.2% 1.2% 0 0.0% 0 Burton-on-trent 18 0 0.0% 0 0.0% 0 0 Tesco, St Peters Bridge, 3.3% 0.0% 0 0.0% 0.0% 0 5.8% 3 13.8% 16 0.0%

Swadlincote Household Survey for WYG

Page 194
July 2015

Weighted:

Weighted:						10	OT AA	IG									July 2	2015
	Total		Zone 1	1	Zone 2		Zone 3	1	Zone 4		Zone :	5	Zone	6	Zone	7	Zone	8
Burton-on-trent																		
Outside Study Area - Erewash																		
Co-op - Foodstore, 4 The Green, Draycott Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gedling Co-op - Foodstore, 473- 479 Tamworth Road, Nottingham Dutside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Leicester Leicester Dutside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	O
Lichfield Aldi, Church Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Co-op - Foodstore, 43 Main	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Street, Alrewas Co-op - Foodstore, Main Street, Whittington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fesco Extra, Church Street, Lichfield	0.8%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Warwickshire																		
Co-op - Foodstore, 70 New Street, Dordon Outside Study Area - North	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Leicestershire Aldi, Adcock Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Co-op - Foodstore, 19 High	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	7	0.0%	0
Street, Measham Co-op - Foodstore, 35-37	1.2%	7	0.0%	0	0.0%	0	0.0%	0	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Borough Street, Castle Donington	0.20/	1	0.00/	0	0.00/	0	0.00/	0	1.40/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Lidl, 48 Thornborough Road, Coalville	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
Norris Hil Tesco Express, 14 High	0.1% 0.7%	1 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.1% 11.6%	1 4	0.0% 0.0%	0
Street, Measham Outside Study Area - Nottingham																		
Nottingham Outside Study Area - 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
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands Outside Study Area - South Derbyshire	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	O
Aldi, Huntspill Road, Hilton Fesco Express, Witham	0.0% 0.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.8%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Close, Hilton Outside Study Area -																		
Tamworth Aldi, Saxon Drive, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Walmart Supercentre, Ventura Retail Park, Ventura Park Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	C
Tamworth M&S Foodhall, Ventura Retail Park, Ventura Park Road, Tamworth Other	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.8%	1
Other Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		560		80		94		47		78 68		48		113		33		66

Page 195

Swadlincote Household Survey for WYG

Weighted: for WYG July 2015

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

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

Q18 How often do you make 'top up' food shopping trips to (STORE MENTIONED AT Q17)?

Those who gave a destination at Q17

Daily	4.5%	25	5.4%	4	2.5%	2	4.1%	2	11.1%	9	1.3%	1	6.0%	7	1.1%	0	0.0%	0
At least two times a week	37.8%	212	30.6%	24	34.5%	32	40.5%	19	25.6%	20	42.6%	21	53.8%	61	36.1%	12	33.7%	22
At least once a week	38.2%	214	51.2%	41	48.5%	46	41.0%	19	33.5%	26	31.7%	15	22.8%	26	46.6%	15	38.0%	25
At least once a fortnight	8.2%	46	6.3%	5	7.8%	7	8.5%	4	16.4%	13	6.3%	3	4.3%	5	10.8%	4	7.6%	5
At least once a month	4.2%	23	3.9%	3	4.8%	4	1.0%	0	2.3%	2	4.7%	2	3.8%	4	3.4%	1	8.9%	6
At least every two months	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Less often	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.2%	2	0.0%	0	0.0%	0
Have only visited once	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.9%	33	2.6%	2	2.0%	2	4.8%	2	8.1%	6	12.5%	6	6.0%	7	2.1%	1	10.8%	7
Mean:		2.40		2.21		2.14		2.48		2.43		2.46		3.02		2.09		2.01
Weighted base:		560		80		94		47		78		48		113		33		66
Sample:		529		68		76		65		68		61		74		52		65

Mean score: [£]

Q19 How much did you spend on your last 'top-up' food and grocery shopping trip to (STORE MENTIONED AT Q17)?

Those who gave a destination at Q17

£1 - £5	23.8%	133	29.2%	23	24.3%	23	16.5%	8	13.2%	10	35.7%	17	24.9%	28	30.6%	10	19.9%	13
£6 - £10	31.5%	177	24.3%	19	31.7%	30	19.9%	9	27.7%	22	22.7%	11	40.2%	45	36.6%	12	42.0%	28
£11 - £15	12.4%	69	11.1%	9	9.5%	9	12.6%	6	17.6%	14	8.4%	4	14.0%	16	4.6%	2	15.6%	10
£16 - £20	14.0%	78	23.0%	18	17.1%	16	20.0%	9	14.5%	11	9.8%	5	4.3%	5	15.3%	5	12.5%	8
£21 - £25	3.3%	19	0.0%	0	6.8%	6	5.6%	3	1.4%	1	1.1%	1	4.3%	5	4.7%	2	2.2%	1
£26 - £30	3.6%	20	3.6%	3	6.0%	6	7.5%	4	2.8%	2	3.9%	2	3.0%	3	2.7%	1	0.0%	0
£31 - £35	1.1%	6	1.0%	1	0.4%	0	1.2%	1	0.0%	0	1.2%	1	2.2%	2	1.1%	0	1.3%	1
£36 - £40	1.1%	6	1.2%	1	1.2%	1	1.0%	0	0.0%	0	1.2%	1	2.2%	3	0.0%	0	0.8%	1
£41 - £45	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.2%	7	0.0%	0	1.8%	2	1.2%	1	4.9%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1
£51 - £55	0.3%	2	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £65	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £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 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	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
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.3%	35	2.6%	2	1.2%	1	13.6%	6	14.7%	12	11.7%	6	4.8%	5	3.1%	1	3.1%	2
(Refused)	0.6%	3	1.3%	1	0.0%	0	1.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.8%	1
Mean:		13.48		13.73		13.87		15.24		17.22		11.84		11.70		12.75		12.12
Weighted base:		560		80		94		47		78		48		113		33		66
Sample:		529		68		76		65		68		61		74		52		65
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Page 196 July 2015

Swadlincote Household Survey for WYG

Zone 3 Zone 4 Total Zone 1 Zone 2 Zone 5 Zone 6 Zone 7 Zone 8 Q20 Where else do you undertake your 'top-up' food shopping? Those who do top-up shopping at Q16 AND Excl Internet & Nulls Zone 1 0.5% 0.0% 0.0% 0 0.0% 0.0% 0.0% 2.9% 0.0% 0.0% Newhall 0 0 0 0 0 One Stop, Wellwood Road, 0.5% 4.8% 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0 1 Newhall Sainsburys Local, High 2.2% 4 9.6% 4.5% 0.0% 0.0% 2.9% 0.0% 0.0% 0 0.0% 0 Street, Swadlincote Zone 2 Aldi, Hepworth Retail Park, 8.7% 16 16.0% 3 15.5% 6 19.2% 3 0.0% 0 3.4% 1 0.0% 0 21.0% 4 0.0% 0 Pipeworks, Swadlincote Iceland, Unit 3, Coppice 3.4% 0.0% 0 5.5% 2 7.2% 7.5% 2 2.5% 0 0.0% 0.0% 0 3.8% 6 1 0 1 Side, Swadlincote Lidl, Belmont Street, 2.2% 4.2% 0.0% 0.0% 10.6% 3 3.0% 0.0% 0.0% 0.0% 0 4 0 0 0 Swadlincote Morrisons, Coppice Side, 0 0 0 16 17.7% 4 21.2% 8 3.2% 0.0% 0 7.6% 8.2% 3 2.1% 0.0% 8.8% 1 Swadlincote Sainsburys Local, 2.7% 5.5% 0.0% 0 20.0% 3 0.0% 3.0% 0.0% 2.1% 0 0.0% 0 Glamorgan Way, Swadlincote Sainsburys, Civic Way, 7.8% 15.7% 18.7% 6.8% 0.0% 0 2.9% 6.1% 1.7% 3.0% 1 15 2 0 Swadlincote 0.9% 0 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 Swadlincote 2 4.2% 1.2% 0.0% 1.8% 1 Tesco Express, Common 2.4% 5 0.0% 0 9.1% 3 0.0% 0 0.0% 0 6.3% 1 0.0% 0 0.0% 0 0.0% 0 Road, Swadlincote Tesco Express, Hearthcote 0.7% 0.0% 0 3.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Swadlincote The Pipeworks, Swadlincote 1.1% 2 4.2% 1 2.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 0 0.0% 0 Zone 3 Asda Petrol Filling Station, 2.2% 13.5% 3 0.0% 8.8% 0.0% 0.0% 0.0% 0 0.0% 0 0 0.0% 0 0 0 1 Tollgate, Burton Road, Woodville Tesco Express, 42 High 2.1% 0.0% 0 1.1% 0 23.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Street, Swadlincote Zone 4 Budgens, Derby Road, 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Melbourne Co-op - Foodstore, 2 Castle 2.4% 5 0.0% 0 0.0% 0 0.0% 0 17.7% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Way, Willington Melbourne 0.5% 0.0% 0 0.0% 0 0.0% 0 3.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 3.8% 0.0% 0.0% 0.0% 0.5% 0.0% 0 0.0% 0.0% 0 0 0.0% Repton 0 0 0 0 Sainsbury's Local, Derby 0.6% 1 0.0% 0 0.0% 0 0.0% 0 4.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Melbourne 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.1% 0.0% 0 0.0% 0 0.0% 0 Co-op - Foodstore, 67 1 1 Burton Road, Overseal 0.0% 0.0% 0 Co-op - Foodstore, Main 1.8% 0.0% 0 1.8% 0.0% 0 0.0% 15.3% 3 0 0.0% Street, Rosliston Zone 6 Co-op - Foodstore, 129 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Stanton Road, Stapenhill 2.3% 0.0% 0 0.0% 0.0% 0 0.0% 13.5% 0.0% 0 0.0% 0 Co-op - Foodstore, 226 0 0.0% 0 0 Woods Lane, Stapenhill Co-op - Foodstore, 98 0.0% 0.0% 0 0.6% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 3.4% 0 0.0% Church Hill Street, Winshill Tesco Express, Stanton 3.2% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 18.6% 0.0% 0.0% 0 0 0 0 Road, Stapenhill Zone 7 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 Donisthorpe 0 0 0 0 0 0 0.0% Moira 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 2.3% 0 0.0% 0 0.0% Aldi, Dents Road. 3.5% 0.0% 0 0.0% 0.0% 0 8.1% 2 0.0% 0 0.0% 0 21.4% 4 6 0 0 Ashby-de-la-zouch 0.0% 0.0% 0.0% 15.9% Ashby-de-la-Zouch 1.7% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 3 Co-op - Foodstore, 73 2 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 0 8.9% 1.1% Market Street. Ashby-de-la-zouch Co-op - Foodstore, 9 Derby 1.7% 3 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 15.9% 3 Road, Ashby-de-la-zouch Tesco, Resolution Road, 5.0% g 0.0% 0 1.1% 0 11.6% 3.8% 0.0% 0 0.0% 0 3.9% 27.3% 6 Ashby-de-la-zouch Outside Study Area -

Swadlincote Household Survey for WYG

Weighted:	,		~			f	or WY	'G		'	-3						July 2	2015
weighteu.	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone	
Birmingham																		
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Outside Study Area -																		
Charnwood Asda Supermarket, 25 Charnwood Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed Other, Charnwood	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Outside Study Area - Derby Aldi, Nottingham Road, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Uttoxeter New Road,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby Asda, Sinfin District Centre, Arleston Lane, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op - Foodstore, Unit 1, Heatherton District Centre,	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollybrook Way, Derby M&S Simply Food, Royal Derby Hospital, Uttoxeter	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Derby M&S Simply Food, Unit 8b, Kingsway Retail Park, Derby	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kipling Drive, Derby Outside Study Area - East Staffordshire	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 Union Street - Former Comet , Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Horninglow Street, Burton-on-trent	1.6%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	7.2%	2	0.0%	0	0.0%	0
Asda, Octagon Centre, Orchard Street, Burton-on-trent	4.8%	9	4.8%	1	11.3%	4	0.0%	0	0.0%	0	3.0%	1	10.0%	3	0.0%	0	0.0%	0
Co-op - Foodstore, Crowberry Lane, Barton-under-needwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 2 Burton Place Shopping Centre, Burton-on-trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wellington Road,	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0
Burton-on-trent Sainsburys Local, 87 Burton Road, Burton-on-trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, St Peters Bridge, Burton-on-trent Outside Study Area -	6.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	5	22.2%	7	0.0%	0	0.0%	0
Erewash Co-op - Foodstore, 4 The Green, Draycott Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gedling Co-op - Foodstore, 473- 479 Tamworth Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham Outside Study Area - Leicester																		
Leicester Outside Study Area - Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, Lichfield Outside Study Area - North	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Co-op - Foodstore, 70 New Street, Dordon Outside Study Area - North	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Leicestershire Aldi, Adcock Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Filtered, Weighted)

Weighted:

Swadlincote Household Survey for WYG

Page 198 July 2015

Weighted.							0_ ,, _										Gury 2	.010
	Total	l	Zone	1	Zone 2	;	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone 8	8
Coalville																		
Asda Supermarket, Ashby Road, Coalville	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	2.1%	0	0.0%	0
Co-op - Foodstore, 19 High Street, Measham	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Lidl, 48 Thornborough Road, Coalville	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	1.5%	3	0.0%	0	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West Leicestershire	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	3.8%	1
Tesco Express, 14 High Street, Measham Outside Study Area - Nottingham	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	4	0.0%	0
Nottingham Outside Study Area - 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
Other, East Midlands	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands Outside Study Area - South Derbyshire	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Aldi, Huntspill Road, Hilton Outside Study Area - Tamworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Ventura Retail Park, Ventura Park Road, Tamworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Morrisons, Upper Gungate, Tamworth Other	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		187 200		20 17		38 38		15 22		26 26		18 25		32 23		18 24		20 25

Page 199

Zone 8

Swadlincote Household Survey for WYG

Weighted: July 2015 Zone 3

Zone 4

Zone 5

Zone 6

Zone 7

Mean score: [£]

Q21 How much did you spend on your last 'top-up' food shopping trip to (STORE MENTIONED AT Q20)?

Zone 2

Zone 1

Those who gave a destination at Q20

Total

£1 - £5	11.4%	21	19.8%	4	10.5%	4	16.8%	3	12.7%	3	9.2%	2	7.7%	2	9.1%	2	8.9%	2
£6 - £10	29.2%	55	14.4%	3	35.7%	13	21.9%	3	18.4%	5	51.4%	9	21.8%	7	49.7%	9	25.4%	5
£11 - £15	11.5%	22	30.4%	6	1.8%	1	28.1%	4	7.3%	2	6.3%	1	3.8%	1	12.7%	2	19.4%	4
£16 - £20	14.6%	27	16.8%	3	23.1%	9	7.2%	1	8.6%	2	9.7%	2	13.9%	4	19.7%	3	10.4%	2
£21 - £25	5.7%	11	0.0%	0	4.8%	2	0.0%	0	0.0%	0	3.0%	1	23.2%	7	0.0%	0	3.8%	1
£26 - £30	9.7%	18	0.0%	0	6.3%	2	10.4%	2	18.5%	5	6.1%	1	16.3%	5	2.3%	0	13.3%	3
£31 - £35	0.7%	1	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	3.2%	6	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.0%	2	4.8%	1	0.0%	0	3.6%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.9%	2	5.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	1.5%	3	0.0%	0	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £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 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £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 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	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)	9.6%	18	8.3%	2	8.0%	3	3.2%	0	20.1%	5	8.9%	2	6.1%	2	4.4%	1	15.8%	3
(Refused)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Mean:		18.01		17.76		16.31		15.85		27.61		15.40		20.29		13.56		14.74
Weighted base:		187		20		38		15		26		18		32		18		20
Sample:		200		17		38		22		26		25		23		24		25
F.**.		_00		- /		23				_0				-3				

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

Q22 How often do you do your 'top-up' food shopping at (STORE MENTIONED AT Q20)?

Those who gave a destination at Q20

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	13.5%	25	15.5%	3	12.0%	5	16.1%	2	8.4%	2	9.5%	2	20.9%	7	4.2%	1	18.8%	4
At least once a week	29.8%	56	40.5%	8	30.6%	12	43.2%	7	22.7%	6	27.2%	5	18.4%	6	56.2%	10	14.0%	3
At least once a fortnight	20.6%	38	9.0%	2	16.7%	6	14.7%	2	25.9%	7	43.5%	8	12.7%	4	17.5%	3	31.7%	6
At least once a month	21.2%	40	25.0%	5	21.4%	8	15.6%	2	21.5%	6	11.8%	2	27.0%	9	18.2%	3	22.9%	5
At least every two months	6.4%	12	0.0%	0	15.1%	6	0.0%	0	13.9%	4	0.0%	0	3.4%	1	2.1%	0	5.5%	1
Less often	1.4%	3	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.5%	0	3.8%	1	0.0%	0	0.0%	0
Have only visited once	0.6%	1	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.5%	12	10.0%	2	1.6%	1	3.2%	0	7.5%	2	5.5%	1	13.7%	4	1.8%	0	7.1%	1
Mean:		1.08		1.27		0.97		1.23		0.83		0.96		1.36		0.89		1.21
Weighted base:		187		20		38		15		26		18		32		18		20
Sample:		200		17		38		22		26		25		23		24		25

Swadlincote Household Survey for WYG

Page 200 July 2015

Weighted:

Weighteu.						_	01	10									July	2013
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q23 Where did you last g Excl Internet & Nulls	go to bu	y clot	thing or	footw	ear goo	ds?												
Zone 1	0.004		0.004		0.004		0.004		0.004		0.004	•	0.004		0.004		0.004	
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Castle Gresley Hepworth Retail Park,	0.0% 0.4%	0 2	0.0% 0.0%	0	0.0% 0.7%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.1%	0	0.0% 0.9%	0	0.0% 0.0%	0
Swadlincote	0.470	2	0.070	U	0.770	1	0.070	U	0.070	U	0.070	U	1.170	1	0.570	U	0.070	U
Sainsbury's, Civic Way, Swadlincote	1.6%	10	1.9%	2	5.6%	5	1.2%	1	0.0%	0	2.0%	1	0.6%	1	0.0%	0	0.6%	1
Swadlincote	10.9%	71	17.5%	18	15.8%	14	16.1%	8	4.8%	4	18.4%	11	2.6%	3	12.1%	5	7.1%	6
The Pipeworks, Swadlincote Zone 3	0.9%	6	0.0%	0	0.5%	0	0.9%	0	0.0%	0	2.5%	2	1.7%	2	0.0%	0	1.0%	1
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Zone 4	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	^	0.00/	0	0.00/	0
Bluebell Arboretum and Nursery, Annwell Lane, Smisby Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Blackfordby Moira Zone 8	0.0% 0.5%	0	0.0% 0.9%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.7%	0	0.0% 0.0%	0	0.0% 1.1%	0	0.0% 1.6%	0
Ashby-de-la-Zouch	3.9%	25	0.8%	1	0.0%	0	1.0%	1	2.3%	2	0.0%	0	2.4%	3	6.6%	3	20.0%	16
Tesco, Resolution Road,	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Ashby-de-la-Zouch																		
Outside Study Area - Birmingham																		
Birmingham	0.8%	5	0.0%	0	1.5%	1	0.9%	0	0.0%	0	2.0%	1	0.9%	1	0.0%	0	0.8%	1
Outside Study Area - Blaby Fosse Park Shopping Centre,	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Fosse Park Avenue,																		
Leicester Outside Study Area -																		
Charnwood																		
B&Q, Jubilee Drive, Belton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Loughborough Loughborough	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Charnwood	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Outside Study Area - Derby																		
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boulton Moor	0.1% 16.0%	0 104	0.0% 11.6%	0 12	0.0% 33.1%	20	0.0%	0 7	0.0%	0 32	0.7% 6.7%	0 4	0.0%	0	0.0%	0	0.0% 12.3%	0
Derby Kingsway Retail Park, Derby	0.5%	3	0.0%	0	0.0%	29 0	13.5% 0.0%	0	35.1% 3.0%	32	1.0%	1	5.6% 0.0%	7	7.1% 0.0%	0	0.0%	10
Other, Derby City	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
Sinfin Shopping Centre,	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
Derby Outside Study Area - East Staffordshire																		
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Centrum East Retail Park,	41.4% 0.3%	269 2	50.3% 0.0%	53 0	21.8% 1.9%	19 2	57.4% 0.0%	30 0	35.5% 0.0%	32 0	40.0% 0.0%	25 0	69.1% 0.0%	91 0	27.2% 0.0%	12 0	10.1% 0.0%	8
Burton Upon Trent Coopers Square Shopping	3.2%	21	8.1%	8	5.6%	5	0.0%	0	3.9%	3	2.2%	1	1.1%	1	0.0%	0	1.9%	1
Centre, Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent	0.5%	3	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.8%	1	0.7%	0	0.0%	0
The Octagon Shopping Centre, Burton Upon Trent Outside Study Area -	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.7%	1
Leicester Leicester Outside Study Area -	1.4%	9	0.0%	0	0.0%	0	1.2%	1	2.1%	2	0.0%	0	0.0%	0	1.7%	1	7.4%	6
Lichfield																		

Swadlincote Household Survey for WYG Weighted:

	Total		Zone	1	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone (5	Zone	7	Zone	8
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth	3.4%	22	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.9%	7	2.3%	3	3.1%	1	11.0%	9
Outside Study Area - North	J. T /0	22	1.070	1	0.070	U	0.770	U	0.070	U	11.7/0	,	2.370	3	3.1 /0	1	11.070	,
West Leicestershire																		
A.W Beesley & Son, Heather Lane Nurseries, Heather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Coalville	0.20/		0.00/	0	0.00/	0	0.00/	0	1 10/		0.00/	0	0.00/	0	0.00/	0	0.00/	0
Castle Donington	0.2%	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
Coalville	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1
Outside Study Area - Nottingham																		
Nottingham	1.2%	8	1.1%	1	1.3%	1	0.0%	0	2.6%	2	0.0%	0	2.4%	3	0.9%	0	0.0%	0
Outside Study Area - Other																		
Belper	0.4%	3	0.9%	1	0.0%	0	0.9%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	1
East Midlands Designer	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Outlet, Mansfield Road, South Normanton	0.570	-	1.270	-	0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070		11,70	•	0.070	Ü
Giltbrook Shopping Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.8%	1	0.0%	0	0.0%	0
Other, East of England	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1
Other, North East	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
Other, North West	0.6%	4	1.0%	1	0.5%	0	2.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, South East and London	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Other, South West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Other, West Midlands	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.6%	1
Other, Yorkshire and Humber	0.5%	3	1.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
St Helier, Jersey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Wyevale Garden Centre, Ashby Road, Stapleton, 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	1.0%	1
Outside Study Area - South Derbyshire																		
Hilton Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	6.9%	45	1.2%	1	9.5%	8	1.8%	1	2.3%	2	7.3%	5	5.5%	7	27.4%	12	10.8%	8
Outside Study Area - Walsall																		
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	J.270		0.070		0.070	-	0.070		1.2/0		0.070	-	0.070		0.070		0.070	
Weighted base: Sample:		650 663		104 91		88 82		52 76		90 82		62 85		132 84		43 84		79 79

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q23AHow often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q23)?

Those who gave a UK destination at Q23

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	4	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0
At least once a week	4.7%	31	1.6%	2	2.9%	3	2.1%	1	5.0%	4	5.2%	3	4.7%	6	8.9%	4	9.8%	8
At least once a fortnight	6.4%	42	9.4%	10	11.7%	10	5.1%	3	10.7%	9	5.0%	3	0.6%	1	5.4%	2	4.0%	3
At least once a month	22.5%	146	21.8%	23	25.2%	22	17.5%	9	18.5%	16	20.0%	12	31.1%	41	27.4%	12	13.2%	10
At least every two months	17.9%	116	14.8%	15	16.2%	14	22.5%	12	15.9%	14	12.6%	8	21.2%	28	13.9%	6	23.8%	19
At least every 3 months	17.6%	114	21.3%	22	17.5%	15	24.2%	13	20.5%	18	25.3%	16	7.8%	10	16.2%	7	16.0%	13
At least every 6 months	12.5%	81	9.6%	10	15.2%	13	16.9%	9	15.7%	14	14.0%	9	13.3%	18	13.3%	6	4.1%	3
Less often than once every 6 months	9.0%	58	9.8%	10	7.2%	6	5.1%	3	4.2%	4	8.5%	5	11.4%	15	7.5%	3	15.2%	12
Have only visited once	1.6%	10	3.7%	4	1.9%	2	2.1%	1	0.0%	0	1.9%	1	1.1%	1	0.9%	0	0.6%	1
(Don't know / varies)	7.2%	47	7.2%	7	2.2%	2	4.6%	2	8.8%	8	7.5%	5	7.3%	10	6.5%	3	13.1%	10
Mean:		10.86		10.57		9.84		7.57		12.26		9.23		12.24		11.91		11.57
Weighted base:		649		104		88		52		89		62		132		43		79
Sample:		662		91		82		76		81		85		84		84		79

Page 201 July 2015

Swadlincote Household Survey for WYG

Page 202 July 2015

	Tota	1	Zone	1	Zone 2		Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q24 How do you normal Those who gave a UK	•	•		N ME	NTIONED	АТ	Q23)?											
Car / van (as driver)	74.4%	482	74.6%	78	83.8%	74	75.3%	39	72.4%	64	72.0%	45	72.9%	96	71.5%	30	70.9%	5
Car / van (as passenger)	10.8%	70	16.0%	17	6.7%	6	13.8%	7	8.2%	7	13.0%	8	7.2%	10		8	8.8%	
Bus, minibus or coach	8.6%	56	8.4%	9	2.1%	2	10.9%	6	13.9%	12	6.6%	4	12.6%	17	6.5%	3	5.0%	
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Walk	3.5%	23	1.0%	1	5.1%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	14.7%	1
Taxi	1.9%	12	0.0%	0	1.1%	1	0.0%	0	3.1%	3	8.4%	5	1.6%	2	2.3%	1	0.0%	
Train	0.5%	3	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ferry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	
(Don't know / varies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	
Weighted base:		649		104		88		52		89		62		132		43		7
Sample:		662		91		82		76		81		85		84		84		7
Q25 When you go shopp Those who gave a UK	_		_	otwea	ar, do you	link	this trip	p with	n anothe	r acti	vity?							
Those who gave a UK	destinatio	n at Q	23					'				-	c 50/	0	6.004	2	12.20/	
Those who gave a UK Yes – food shopping	destination 7.3%	n at Q2 48	4.3%	4	7.4%	7	3.5%	2	7.9%	7	10.5%	7	6.5%	9	6.8% 5.3%	3	12.2%	1
Those who gave a UK of Yes – food shopping Yes – non-food shopping	destination 7.3% 9.7%	n at Q2 48 63	4.3% 8.5%	4 9	7.4% 4.5%	7 4	3.5% 11.3%	2 6	7.9% 12.0%	7 11	10.5% 11.6%	7	11.3%	15	5.3%	2	11.6%	1
Those who gave a UK Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other	destination 7.3%	n at Q2 48	4.3%	4	7.4%	7	3.5%	2	7.9%	7	10.5%							
Those who gave a UK of Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions	destination 7.3% 9.7%	n at Q2 48 63	4.3% 8.5%	4 9	7.4% 4.5%	7 4	3.5% 11.3%	2 6	7.9% 12.0%	7 11	10.5% 11.6%	7	11.3%	15	5.3%	2	11.6%	
Those who gave a UK of Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity	7.3% 9.7% 2.1%	48 63 13	4.3% 8.5% 1.7%	4 9 2	7.4% 4.5% 0.0%	7 4 0	3.5% 11.3% 0.0%	2 6 0	7.9% 12.0% 4.9%	7 11 4	10.5% 11.6% 2.2%	7 1	11.3% 3.8%	15 5	5.3% 0.0%	2 0	11.6% 1.3%	
Those who gave a UK of Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to/from work Yes – travelling to/from	7.3% 9.7% 2.1%	48 63 13	4.3% 8.5% 1.7%	4 9 2	7.4% 4.5% 0.0%	7 4 0	3.5% 11.3% 0.0%	2 6 0	7.9% 12.0% 4.9%	7 11 4	10.5% 11.6% 2.2%	7 1 2	11.3% 3.8% 2.4%	15 5	5.3% 0.0% 2.9%	2 0	11.6% 1.3% 2.8%	
Those who gave a UK of Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to/from work Yes – travelling to/from school/college/university Yes – getting petrol	7.3% 9.7% 2.1% 4.1% 1.5%	48 63 13 26 10	4.3% 8.5% 1.7% 7.1% 4.7%	4 9 2 7 5	7.4% 4.5% 0.0% 5.1% 0.5%	7 4 0 5 0	3.5% 11.3% 0.0% 6.1% 0.0%	2 6 0	7.9% 12.0% 4.9% 3.6% 2.0%	7 11 4 3 2	10.5% 11.6% 2.2% 2.5% 1.0%	7 1 2 1	11.3% 3.8% 2.4% 1.7%	15 5 3 2	5.3% 0.0% 2.9% 0.0%	2 0 1 0	11.6% 1.3% 2.8% 0.0%	
Those who gave a UK of Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to/from work Yes – travelling to/from school/college/university Yes – getting petrol	7.3% 9.7% 2.1% 4.1% 1.5% 0.3%	48 63 13 26 10 2	4.3% 8.5% 1.7% 7.1% 4.7% 0.0%	4 9 2 7 5	7.4% 4.5% 0.0% 5.1% 0.5% 0.0%	7 4 0 5 0	3.5% 11.3% 0.0% 6.1% 0.0% 0.0%	2 6 0 3 0	7.9% 12.0% 4.9% 3.6% 2.0%	7 11 4 3 2	10.5% 11.6% 2.2% 2.5% 1.0% 0.0%	7 1 2 1 0	11.3% 3.8% 2.4% 1.7% 0.0%	15 5 3 2	5.3% 0.0% 2.9% 0.0% 2.1%	2 0 1 0	11.6% 1.3% 2.8% 0.0% 0.0%	
Those who gave a UK of Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to/from work Yes – travelling to/from school/college/university Yes – getting petrol Yes – visiting café / pub / restaurant	7.3% 9.7% 2.1% 4.1% 1.5% 0.3%	48 63 13 26 10 2	4.3% 8.5% 1.7% 7.1% 4.7% 0.0%	4 9 2 7 5 0	7.4% 4.5% 0.0% 5.1% 0.5% 0.0%	7 4 0 5 0 0	3.5% 11.3% 0.0% 6.1% 0.0% 0.0%	2 6 0 3 0 0	7.9% 12.0% 4.9% 3.6% 2.0% 1.4%	7 11 4 3 2 1	10.5% 11.6% 2.2% 2.5% 1.0% 0.0%	7 1 2 1 0	11.3% 3.8% 2.4% 1.7% 0.0%	15 5 3 2 0	5.3% 0.0% 2.9% 0.0% 2.1% 0.0% 22.7%	2 0 1 0 1	11.6% 1.3% 2.8% 0.0% 0.0%	
Those who gave a UK. Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to/from work Yes – travelling to/from school/college/university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family/friends	destinatio 7.3% 9.7% 2.1% 4.1% 1.5% 0.3% 11.9%	48 63 13 26 10 2 77	4.3% 8.5% 1.7% 7.1% 4.7% 0.0% 6.4%	4 9 2 7 5 0 0 7	7.4% 4.5% 0.0% 5.1% 0.5% 0.0% 0.8% 8.7%	7 4 0 5 0 0 1 8	3.5% 11.3% 0.0% 6.1% 0.0% 0.0% 0.0% 14.1%	2 6 0 3 0 0 0 7	7.9% 12.0% 4.9% 3.6% 2.0% 1.4% 1.1% 6.5%	7 11 4 3 2 1 1 6	10.5% 11.6% 2.2% 2.5% 1.0% 0.0% 10.8%	7 1 2 1 0 0 7	11.3% 3.8% 2.4% 1.7% 0.0% 0.0% 12.8%	15 5 3 2 0 0 17	5.3% 0.0% 2.9% 0.0% 2.1% 0.0% 22.7%	2 0 1 0 1 0 10	11.6% 1.3% 2.8% 0.0% 0.0% 0.0% 21.0%	
Those who gave a UK. Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to/from work Yes – travelling to/from school/college/university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family/friends Yes – visiting health service such as doctor, dentist, hospital	destinatio 7.3% 9.7% 2.1% 4.1% 1.5% 0.3% 11.9% 4.1%	48 63 13 26 10 2 2 77 27	4.3% 8.5% 1.7% 7.1% 4.7% 0.0% 6.4% 2.8%	4 9 2 7 5 0 0 7	7.4% 4.5% 0.0% 5.1% 0.5% 0.0% 0.8% 8.7%	7 4 0 5 0 0 1 8	3.5% 11.3% 0.0% 6.1% 0.0% 0.0% 14.1% 2.9%	2 6 0 3 0 0 0 7	7.9% 12.0% 4.9% 3.6% 2.0% 1.4% 6.5% 8.0%	7 11 4 3 2 1 1 6	10.5% 11.6% 2.2% 2.5% 1.0% 0.0% 10.8% 6.0%	7 1 2 1 0 0 7	11.3% 3.8% 2.4% 1.7% 0.0% 0.0% 12.8%	15 5 3 2 0 0 17 2	5.3% 0.0% 2.9% 0.0% 2.1% 0.0% 22.7% 11.0%	2 0 1 0 1 0 10 5	11.6% 1.3% 2.8% 0.0% 0.0% 0.0% 21.0% 5.3%	1
Those who gave a UK. Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to/from work Yes – travelling to/from school/college/university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family/friends Yes – visiting health service such as doctor, dentist, hospital Yes – visiting other service such as laundrette, hairdresser, recycling	4.1% 1.5% 0.3% 0.3% 11.9% 4.1%	48 63 13 26 10 2 2 77 5	4.3% 8.5% 1.7% 7.1% 4.7% 0.0% 6.4% 2.8% 0.8%	4 9 2 7 5 0 0 7 3 1	7.4% 4.5% 0.0% 5.1% 0.5% 0.0% 0.8% 8.7% 0.7% 0.0%	7 4 0 5 0 0 1 8 1	3.5% 11.3% 0.0% 6.1% 0.0% 0.0% 14.1% 2.9% 0.0%	2 6 0 0 3 0 0 0 7 1 0 0	7.9% 12.0% 4.9% 3.6% 2.0% 1.4% 6.5% 8.0% 1.7%	7 11 4 3 2 1 1 6	10.5% 11.6% 2.2% 2.5% 1.0% 0.0% 10.8% 6.0% 0.0%	7 1 2 1 0 0 7 4 0	11.3% 3.8% 2.4% 1.7% 0.0% 0.0% 12.8% 1.5% 0.0%	15 5 3 2 0 0 17 2 0	5.3% 0.0% 2.9% 0.0% 2.1% 0.0% 22.7% 11.0% 1.7%	2 0 1 0 10 5 1	11.6% 1.3% 2.8% 0.0% 0.0% 0.0% 21.0% 5.3% 1.9%	1
Those who gave a UK. Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to/from work Yes – travelling to/from school/college/university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family/friends Yes – visiting health service such as doctor, dentist, hospital Yes – visiting other service such as laundrette, hairdresser, recycling Yes – other activity	destinatio 7.3% 9.7% 2.1% 4.1% 1.5% 0.3% 0.3% 11.9% 4.1% 0.7%	48 63 13 26 10 2 2 77 5 7	4.3% 8.5% 1.7% 7.1% 4.7% 0.0% 6.4% 2.8% 0.8%	4 9 2 7 5 0 0 7 7 3 1 1 2 2	7.4% 4.5% 0.0% 5.1% 0.5% 0.0% 0.8% 8.7% 0.0%	7 4 0 5 0 0 1 8 1 0	3.5% 11.3% 0.0% 6.1% 0.0% 0.0% 0.0% 14.1% 2.9% 0.0%	2 6 0 0 3 0 0 0 7 1 0 1	7.9% 12.0% 4.9% 3.6% 2.0% 1.4% 6.5% 8.0% 1.7%	7 11 4 3 2 1 1 6 7 2	10.5% 11.6% 2.2% 2.5% 1.0% 0.0% 0.0% 6.0% 0.0%	7 1 2 1 0 0 7 4 0	11.3% 3.8% 2.4% 1.7% 0.0% 12.8% 1.5% 0.0%	15 5 5 3 2 0 0 17 2 0 1	5.3% 0.0% 2.9% 0.0% 2.1% 0.0% 22.7% 11.0% 1.7%	2 0 1 0 10 10 5 1	11.6% 1.3% 2.8% 0.0% 0.0% 0.0% 21.0% 5.3% 1.9%	1
Those who gave a UK. Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to/from work Yes – travelling to/from school/college/university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family/friends Yes – visiting health service such as doctor, dentist, hospital Yes – visiting other service such as laundrette, hairdresser, recycling Yes – other activity No	destinatio 7.3% 9.7% 2.1% 4.1% 1.5% 0.3% 0.3% 11.9% 4.1% 0.7% 1.0%	48 63 13 26 10 2 2 77 5 7 0	4.3% 8.5% 1.7% 7.1% 4.7% 0.0% 6.4% 2.8% 0.8% 0.0%	4 9 2 7 5 0 0 7 7 3 1 1 2 0 0	7.4% 4.5% 0.0% 5.1% 0.5% 0.0% 0.8% 8.7% 0.7% 0.0%	7 4 0 5 0 0 1 8 1 0	3.5% 11.3% 0.0% 6.1% 0.0% 0.0% 0.0% 14.1% 2.9% 0.0% 2.1%	2 6 0 0 3 0 0 0 7 1 0 0 1 1 0 0	7.9% 12.0% 4.9% 3.6% 2.0% 1.4% 1.1% 6.5% 8.0% 1.7% 0.0%	7 11 4 3 2 1 1 6 7 2 0 0	10.5% 11.6% 2.2% 2.5% 1.0% 0.0% 0.0% 6.0% 0.0% 0.0%	7 1 2 1 0 0 7 4 0	11.3% 3.8% 2.4% 1.7% 0.0% 12.8% 1.5% 0.0% 1.0%	15 5 5 3 2 0 0 17 2 0 1 1 0 0	5.3% 0.0% 2.9% 0.0% 2.1% 0.0% 22.7% 11.0% 1.7% 0.9%	2 0 1 0 1 0 10 5 1	11.6% 1.3% 2.8% 0.0% 0.0% 0.0% 21.0% 5.3% 1.9% 0.0%	1
Yes – food shopping Yes – non-food shopping Yes – visiting services such as banks and other financial institutions Yes – leisure activity Yes – travelling to/from work Yes – travelling to/from school/college/university Yes – getting petrol Yes – visiting café / pub / restaurant Yes – visiting family/friends Yes – visiting health service such as doctor, dentist, hospital Yes – visiting other service such as laundrette,	destinatio 7.3% 9.7% 2.1% 4.1% 1.5% 0.3% 11.9% 4.1% 0.7% 1.0%	10 48 63 13 26 10 2 2 77 5 7 0 358	4.3% 8.5% 1.7% 7.1% 4.7% 0.0% 6.4% 2.8% 0.8% 0.0% 59.3%	4 9 2 7 5 0 0 7 3 1 2 0 62	7.4% 4.5% 0.0% 5.1% 0.5% 0.0% 0.8% 8.7% 0.7% 0.0% 1.9%	7 4 0 5 0 0 1 8 1 0 2 0 62	3.5% 11.3% 0.0% 6.1% 0.0% 0.0% 14.1% 2.9% 0.0% 2.1%	2 6 0 0 0 0 7 1 0 0 1 0 31	7.9% 12.0% 4.9% 3.6% 2.0% 1.4% 1.1% 6.5% 8.0% 1.7% 0.0% 51.0%	7 11 4 3 2 1 1 6 7 2 0 0 45	10.5% 11.6% 2.2% 2.5% 1.0% 0.0% 0.0% 6.0% 0.0% 0.0%	7 1 2 1 0 0 7 4 0 0 0 0 7	11.3% 3.8% 2.4% 1.7% 0.0% 12.8% 1.5% 0.0% 1.0%	15 5 5 3 2 0 0 17 2 0 1 1 0 73	5.3% 0.0% 2.9% 0.0% 2.1% 0.0% 22.7% 11.0% 1.7% 0.9% 45.0%	2 0 1 0 1 0 10 5 1 0 0 0 0 0 0	11.6% 1.3% 2.8% 0.0% 0.0% 21.0% 5.3% 1.9% 0.0% 43.2%	1

Swadlincote Household Survey for WYG July 2015

by Zone (Finered, Weighted

Weighted:						f	or W	YG	Г								July 2	2015
	Total		Zone	1	Zone 2	2	Zone	3	Zone 4	ļ	Zone 5		Zone 6		Zone 7	1	Zone	8
Q26 Where did you last g Excl Internet & Nulls	go to buy	/ boc	ks, CDs	, DVC	os?													
Zone 1																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Gresley	0.8%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coppice Side,	1.3%	3	0.0%	0	4.4%	1	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote Sainsbury's, Civic Way, Swadlincote	2.3%	5	3.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	5.2%	3	3.8%	0	0.0%	0
Swadlincote Zone 3	17.1%	38	45.7%	14	41.0%	13	14.4%	3	0.0%	0	25.5%	4	2.4%	1	16.4%	1	1.8%	1
Masseys, Swadlincote Road, Woodville Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 Chapmans Nurseries, The Nurseries, Burton Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote Netherseal Zone 6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Stapenhill Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfordby Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch Tesco, Resolution Road, Ashby-de-la-Zouch	13.2% 0.4%	29 1	0.0% 0.0%	0	1.5% 0.0%	0	18.4% 2.4%	4 0	19.9% 0.0%	5 0	0.0% 0.0%	0	0.0% 0.0%	0	24.4% 4.8%	2 0	63.9% 0.0%	18 0
Outside Study Area - Birmingham Birmingham	1.4%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	4.0%	1	3.2%	2	0.0%	0	0.0%	0
Outside Study Area - Blaby Fosse Park Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Avenue, Leicester Outside Study Area - Charnwood	01070		0.070	Ü	0.070		0.070		0.070	Ü	0.070	v	0.070		0.070		0.070	v
B&Q, Jubilee Drive, Belton 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	0.0%	0
Loughborough Outside Study Area - Derby	0.4%	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
Allenton Asda, Sinfin District Centre,	0.0% 0.5%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.6%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Arleston Lane, Derby	0.570	•	0.070	Ü	0.070	Ü	0.070	Ü	4.070		0.070	Ü	0.070	Ü	0.070	U	0.070	Ü
Derby	11.4%	25	10.6%	3	17.0%	5	0.0%	0	31.0%	8	7.5%	1	9.6%	6	4.8%	0	4.2%	1
Mickleover Outside Study Area - East Staffordshire	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Place Shopping, Burton Upon Trent	1.5%	3	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent	39.4%	87	36.5%		12.4%	4	48.7%	10	27.2%	7	39.2%	7	73.7%	43	41.9%	4	4.6%	1
Coopers Square Shopping Centre, Burton Upon Trent	2.8%	6	0.0%	0	5.4%	2	0.0%	0	8.1%	2	3.4%	1	0.0%	0	0.0%	0	6.8%	2
Tesco, St Peters Bridge, Burton-on-Trent	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
The Octagon Shopping Centre, Burton Upon Trent Outside Study Area - Leicester	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Outside Study Area - Lichfield	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.8%	1
Alrewas Tamworth	0.0% 0.7%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 8.4%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Outside Study Area - North West Leicestershire A.W Beesley & Son, Heather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

0.0%

0.0%

0.0%

0.0%

0.0%

0.0%

A.W Beesley & Son, Heather

0.0%

0.0%

0.0%

Swadlincote Household Survey for WYG

Page 204 July 2015

	Tota	1	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	5	Zone 6		Zone 7	,	Zone	8
Lane Nurseries, Heather																		
Lane, Coalville Measham	0.3%	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
Outside Study Area - Nottingham	0.5%	1	0.0%	U	0.0%	U	0.070	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	2.270	1
Nottingham	0.5%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																		
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.7%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Other, South East and	0.2%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London																		
Other, Yorkshire and	0.9%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Humber																		
Outside Study Area - South Derbyshire																		
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Tamworth																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park,	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	9.4%	3
Tamworth																		
Outside Study Area - Walsall																		
Walsall 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
Abroad	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		220		31		31		20		26		17		59		8		28
Sample:		229		28		26		31		30		28		34		18		34

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q26AHow often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q26)?

Those who gave a UK destination at Q26

Those who gave a CK to	iesimunoi	ı uı Qz	20															
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.8%	2	0.0%	0	2.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.8%	11	9.3%	3	3.7%	1	5.5%	1	10.0%	3	0.0%	0	0.0%	0	12.2%	1	6.9%	2
At least once a fortnight	6.9%	15	2.7%	1	2.4%	1	9.3%	2	8.3%	2	5.8%	1	11.6%	7	3.6%	0	5.6%	2
At least once a month	19.5%	43	18.2%	6	16.7%	5	24.7%	5	32.7%	8	16.4%	3	10.0%	6	13.0%	1	32.4%	9
At least every two months	7.8%	17	13.7%	4	8.6%	3	0.0%	0	11.1%	3	0.0%	0	3.5%	2	42.7%	4	5.9%	2
At least every 3 months	19.9%	44	25.8%	8	12.2%	4	12.9%	3	16.1%	4	28.8%	5	24.2%	14	12.1%	1	18.5%	5
At least every 6 months	15.6%	34	14.9%	5	34.6%	11	25.2%	5	4.6%	1	19.8%	3	10.8%	6	12.7%	1	7.1%	2
Less often than once every 6 months	12.2%	27	5.8%	2	16.8%	5	17.6%	3	7.0%	2	6.5%	1	17.7%	10	3.8%	0	9.4%	3
Have only visited once	0.4%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.9%	26	9.6%	3	1.5%	0	4.9%	1	5.9%	2	19.6%	3	22.2%	13	0.0%	0	14.3%	4
Mean:		11.44		11.00		11.12		9.92		23.08		6.34		7.45		12.14		11.96
Weighted base:		219		31		31		20		26		17		59		8		28
Sample:		228		28		26		30		30		28		34		18		34

Swadlincote Household Survey for WYG

Page 205 July 2015

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

Q27 Where did you last appliances? Excl Internet & Nulls	go to bu	ıy sma	all house	ehold	goods	such	as glass	sware,	, tablewa	are, j∈	ewellery	and t	herapeu	ıtic ar	nd pers	onal c	are	
Zone 1																		
Blooming Marvels Garden Centre, Meadow Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newhall Zone 2																		
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hepworth Retail Park, Swadlincote	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coppice Side, Swadlincote	2.5%	9	13.0%	8	0.7%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Civic Way, Swadlincote	1.9%	7	3.3%	2	2.4%	1	2.1%	1	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
Swadlincote	18.6%	68	28.3%	17	30.4%	19	29.3%	8	5.8%	2	35.6%	13	5.6%	4	8.1%	3	6.6%	3
The Pipeworks, Swadlincote	3.3%	12	1.8%	1	9.0%	6	1.9%	1	5.4%	2	4.8%	2	0.0%	0	1.1%	0	1.7%	1
The Rink Shopping Centre, Swadlincote Zone 3	0.5%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masseys, Swadlincote Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville Zone 4																		
Bluebell Arboretum and Nursery, Annwell Lane, Smisby Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Stapenhill Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfordby Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	11.4%	42	3.5%	2	4.7%	3	9.5%	3	5.5%	2	4.8%	2	0.0%	0	15.5%	5	50.8%	25
Tesco, Resolution Road,	1.3%	5	1.9%	1	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Ashby-de-la-Zouch Outside Study Area - Birmingham																		
Birmingham Outside Study Area - Blaby	1.4%	5	0.0%	0	4.7%	3	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.9%	0	1.3%	1
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charnwood B&Q, Jubilee Drive, Belton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Loughborough 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	1.6%	1
Outside Study Area - Derby Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sinfin District Centre, Arleston Lane, Derby	0.0%	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
Derby	3.9%	14	1.8%	1	1.5%	1	1.7%	0	17.2%	6	1.4%	1	2.0%	1	6.3%	2	3.7%	2
Kingsway Retail Park, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin Outside Study Area - East Staffordshire	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wellington Road, Burton Upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Centrum East Retail Park,	28.8% 0.6%	105 2	33.0% 0.0%	19 0	19.7% 0.0%	12 0	39.0% 0.0%	11 0	25.4% 0.0%	9 0	25.3% 0.0%	9 0	56.7% 3.7%	36 2	19.0% 0.0%	6 0	5.5% 0.0%	3
Burton Upon Trent Coopers Square Shopping	1.1%	4	1.8%	1	1.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.6%	1
Centre, Burton Upon Trent Lichfield Street -	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Blockbuster , Burton Upon Trent St Peters Retail Park, Burton	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	1.2%	0	0.0%	0
Upon Trent Tesco, St Peters Bridge,	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
				-		-		-		-		-				-		-

Swadlincote Household Survey for WYG

Page 206 July 2015

	Total		Zone 1		Zone 2	2	Zone 3	3	Zone 4	1	Zone 5	5	Zone 6		Zone '	7	Zone	8
Burton-on-Trent																		
The Octagon Shopping Centre, Burton Upon Trent	0.8%	3	2.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Wellington Road Retail Park, Burton Upon Trent	2.3%	8	0.0%	0	13.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Road, Burton Upon Trent	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Leicester																		
Leicester Outside Study Area - Lichfield	2.8%	10	0.0%	0	0.0%	0	4.1%	1	3.0%	1	1.4%	1	0.0%	0	3.8%	1	12.9%	6
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Outside Study Area - North West Leicestershire	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	1.9%	1	1.6%	1
A.W Beesley & Son, Heather Lane Nurseries, Heather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Coalville Coalville Outside Study Area -	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nottingham Nottingham	4.5%	16	5.9%	3	5.3%	3	4.7%	1	2.7%	1	0.0%	0	11.6%	7	0.0%	0	0.0%	0
Outside Study Area - Other																		
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0
Giltbrook Shopping Park, Nottingham	2.0%	7	0.0%	0	2.7%	2	1.9%	1	8.6%	3	1.7%	1	1.3%	1	0.0%	0	1.4%	1
Other, East Midlands	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
Other, South East and London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Other, West Midlands	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
St Helier, Jersey Outside Study Area - South Derbyshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hilton Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park,	4.9%	18	2.1%	1	0.0%	0	1.7%	0	2.7%	1	6.8%	2	0.0%	0	28.6%	9	7.0%	3
Tamworth Outside Study Area - Walsall																		
Walsall Other	0.2%	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
Abroad	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.8%	1	0.0%	0	1.2%	1
Weighted base: Sample:		365 362		59 42		61 56		28 40		36 36		36 46		63 45		32 48		50 49

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q27AHow often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q27)?

Those who gave a UK destination at Q27

5 . 11	0.004		0.00/		0.004		0.00/		0.004		0.004		0.00/		0.00/		0.004	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.1%	15	4.9%	3	3.5%	2	4.7%	1	2.5%	1	5.6%	2	4.8%	3	3.8%	1	3.0%	1
At least once a fortnight	3.3%	12	1.8%	1	7.6%	5	4.7%	1	1.6%	1	1.3%	0	5.4%	3	2.2%	1	0.0%	0
At least once a month	13.6%	49	11.8%	7	16.8%	10	8.6%	2	13.5%	5	17.3%	6	13.1%	8	21.0%	7	7.5%	4
At least every two months	7.5%	27	9.7%	6	15.4%	9	6.0%	2	6.0%	2	7.3%	3	6.8%	4	2.4%	1	1.5%	1
At least every 3 months	13.6%	49	9.7%	6	20.8%	13	23.5%	7	21.9%	8	2.8%	1	8.2%	5	17.2%	6	10.2%	5
At least every 6 months	20.6%	75	11.6%	7	13.6%	8	14.3%	4	31.7%	11	36.5%	13	14.1%	9	22.8%	7	31.2%	15
Less often than once every 6 months	25.9%	94	39.6%	23	15.0%	9	27.1%	8	13.6%	5	11.8%	4	39.5%	24	26.0%	8	24.4%	12
Have only visited once	1.6%	6	0.0%	0	0.0%	0	3.6%	1	2.8%	1	1.6%	1	3.7%	2	1.2%	0	1.3%	1
(Don't know / varies)	9.3%	34	10.9%	6	7.3%	4	7.5%	2	6.5%	2	12.4%	5	4.4%	3	3.4%	1	20.9%	10
Mean:		7.76		6.78		8.62		7.11		5.68		15.99		7.22		6.82		4.85
Weighted base:		362		59		61		28		35		36		62		32		49
Sample:		359		42		56		40		35		46		44		48		48

Page 207 July 2015

Swadlincote Household Survey for WYG

Weighted:

Weighted.						_	01 11	• •									July	2013
	Total		Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5	5	Zone (6	Zone 7	7	Zone	8
Q28 Where did you last q	go to buy	y goo	ds such	as to	oys, gam	es, b	icycles a	and re	ecreation	ıs go	ods?							
Zone 1																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hepworth Retail Park, Swadlincote	1.2%	3	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Morrisons, Coppice Side, Swadlincote	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Civic Way, Swadlincote	2.6%	7	2.0%	1	12.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote	18.6%	48	31.7%	13	22.5%	11	46.5%	11	0.0%	0	31.3%	9	0.0%	0	20.0%	4	2.2%	1
The Pipeworks, Swadlincote	7.4%	19	2.3%	1		16	2.3%	1	3.8%	1	1.6%	0	0.0%	0	3.9%	1	0.0%	0
The Rink Shopping Centre,	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote Zone 3																		
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville Zone 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Stapenhill Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfordby Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch Tesco, Resolution Road,	5.1% 0.2%	13 1	2.3% 0.0%	1 0	0.9% 0.0%	0	5.7% 2.6%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	10.1% 0.0%	2 0	32.4% 0.0%	9 0
Ashby-de-la-Zouch Outside Study Area - Birmingham																		
Birmingham Outside Study Area - Blaby	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	1.6%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Outside Study Area -	0.4%	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
Charnwood B&Q, Jubilee Drive, Belton 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	0.0%	0
Outside Study Area - Derby Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvaston	0.0%	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
Derby	8.8%	23	19.5%	8	3.8%	2	10.4%	2	22.5%	6	4.2%	1	4.7%	2	2.2%	0	2.9%	1
Derby Retail Park, Derby	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Kingsway Retail Park, Derby	2.3%	6	0.0%	0	0.0%	0	5.7%	1	18.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pride Park, Derby	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, Derby Wyvern Way - Boots / Toys R Us, Derby	0.4% 2.0%	1 5	0.0% 0.0%	0	0.0% 6.2%	0	0.0% 2.0%	0	4.2% 6.0%	1 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Outside Study Area - East Staffordshire																		
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Place Shopping, Burton Upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Centrum East Retail Park,	33.1% 0.2%	86 1	24.5% 0.0%	10 0	17.1% 0.0%	8	13.7% 2.6%	3 1	17.9% 0.0%	5 0	37.9% 0.0%	11 0	87.1% 0.0%	40 0	25.3% 0.0%	5 0	15.1% 0.0%	4
Burton Upon Trent Coopers Square Shopping	1.1%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.6%	0	3.1%	1	0.0%	0	0.0%	0
Centre, Burton Upon Trent	0.50/	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
St Peters Retail Park, Burton Upon Trent	0.5%	1	0.070	U	0.070	U	0.070	U	0.0%	U	0.0%	U	2.070	1	0.070	U	0.070	

Page 208

Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	l	Zone	1	Zone 2		Zone 3		Zone 4	ļ	Zone s	5	Zone 6		Zone '	7	Zone	8
Wellington Road Retail Park, Burton Upon Trent Outside Study Area -	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Leicester Leicester Outside Study Area - Lichfield	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth	2.0%	5	0.0%	0	0.0%	0	5.7%	1	0.0%	0	7.0%	2	0.0%	0	0.0%	0	7.6%	2
Outside Study Area - North West Leicestershire		J		Ü			2.7,0	•		Ü		_	0.070	Ü		Ü		
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Outside Study Area - Nottingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.3%	1
Nottingham Outside Study Area - Other	1.8%	5	5.5%	2	2.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Shopping Park, Nottingham	2.3%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.2%	0	19.1%	5
Other, East Midlands	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
Other, South West	0.3%	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
Other, Yorkshire and Humber	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Derbyshire																		
Hilton Outside Study Area - Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	3.8%	10	2.9%	1	1.0%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	29.0%	5	9.1%	2
Outside Study Area - Walsall																		
Walsall 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
Abroad	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		260 229		42 31		49 38		23 30		26 25		28 31		46 20		19 28		27 26

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q28AHow often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q28)? Those who gave a UK destination at Q28

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.9%	5	0.0%	0	0.0%	0	2.0%	0	0.0%	0	1.9%	1	2.2%	1	15.2%	3	0.0%	0
At least once a fortnight	3.2%	8	6.4%	3	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0	12.6%	2	2.6%	1
At least once a month	18.2%	47	2.3%	1	42.6%	21	18.8%	4	8.8%	2	20.3%	6	23.3%	11	8.8%	2	1.9%	1
At least every two months	7.7%	20	7.1%	3	9.1%	4	13.5%	3	3.9%	1	5.6%	2	2.4%	1	0.0%	0	21.2%	6
At least every 3 months	15.9%	41	23.3%	10	11.9%	6	36.5%	9	9.8%	2	6.5%	2	19.1%	9	1.6%	0	13.6%	4
At least every 6 months	18.4%	48	18.0%	8	12.6%	6	14.0%	3	13.9%	3	47.0%	13	11.4%	5	27.4%	5	14.0%	4
Less often than once every 6 months	27.4%	71	31.5%	13	19.4%	10	12.9%	3	34.6%	9	11.6%	3	41.6%	19	26.2%	5	34.6%	9
Have only visited once	3.9%	10	6.4%	3	3.4%	2	0.0%	0	9.4%	2	5.3%	1	0.0%	0	6.1%	1	2.8%	1
(Don't know / varies)	3.4%	9	5.0%	2	1.0%	1	2.3%	1	8.8%	2	1.9%	1	0.0%	0	2.2%	0	9.3%	2
Mean:		5.94		4.18		6.64		6.14		5.57		5.15		5.52		13.41		3.70
Weighted base:		259		42		49		23		25		28		46		19		27
Sample:		228		31		38		30		24		31		20		28		26

Swadlincote Household Survey for WYG

Page 209 July 2015

	Total	l	Zone	1	Zone 2		Zone	3	Zone	4	Zone 5	5	Zone	6	Zone	7	Zone	8
Q29 Where did you last excl Internet & Nulls	go to bu	y che	mist go	ods (i	ncluding	hea	lth and I	beaut	y produ	cts)?								
Zone 1																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newhall Zone 2	2.7%	18	17.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Gresley	0.7%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	6.0%	4	0.0%	0	0.8%	0	0.0%	0
Church Gresley Morrisons, Coppice Side,	2.0% 1.2%	13 8	0.0% 0.0%	0	9.8% 5.6%	10 6	2.2% 2.0%	1 1	0.0% 1.1%	0	3.0% 0.0%	2	0.0% 0.0%	0	0.0% 0.7%	0	0.0% 0.0%	0
Swadlincote	1.2/0	O	0.070	U	3.070	U	2.070	1	1.1 /0	1	0.070	U	0.070	U	0.770	U	0.070	U
Sainsbury's, Civic Way, Swadlincote	2.2%	15	5.6%	6	6.5%	7	1.7%	1	0.0%	0	0.0%	0	0.6%	1	1.5%	1	0.0%	0
Swadlincote	27.1%	187	62.3%	64	47.7%	49	27.9%	17	3.5%	3	50.5%	34	3.4%	4	30.1%	14	1.6%	1
The Pipeworks, Swadlincote Zone 3	1.6%	11	0.0%	0	7.9%	8	0.0%	0	2.1%	2	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville Zone 4	3.8%	26	1.1%	1	0.0%	0	40.3%	24	1.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	1.4%	10 15	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	10.6% 15.9%	10 15	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Willington Zone 5	2.1%	13	0.0%	U	0.0%	U	0.0%	0	13.9%	13	0.0%	U	0.0%	U	0.0%	U	0.0%	U
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Overseal Zone 6	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
Stapenhill Winshill	1.4% 1.9%	10 13	1.0% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	1.9% 0.0%	1 0	5.8% 10.2%	8 13	0.0% 0.0%	0	0.0% 0.0%	0
Zone 7 Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 Ashby-de-la-Zouch	17.9%	124	1.1%	1	0.7%	1	13.4%	8	14.7%	14	3.8%	3	0.0%	0	31.8%	15	95.0%	83
Tesco, Resolution Road, Ashby-de-la-Zouch Outside Study Area -	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.9%	1
Birmingham Birmingham Outside Study Area Bloby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Outside Study Area -																		
Charnwood B&Q, Jubilee Drive, Belton Road, Loughborough Outside Study Area - Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	3.7%	26	0.0%	0	3.3%	3	0.0%	0	20.8%	19	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Derby Retail Park, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Derby Mickleover	0.9% 0.3%	6 2	0.0% 0.0%	0	1.1% 0.0%	1	0.0% 0.0%	0	5.3% 2.0%	5 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Sinfin	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin Shopping Centre, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, Derby Outside Study Area - East Staffordshire	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 Union Street - Former Comet, Burton Upon Trent		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Coopers Square Shopping	21.6% 0.5%	149 3	9.8% 1.2%	10 1	9.1% 0.0%	9	11.6% 0.0%	7	14.6% 1.1%	13 1	25.1% 1.5%	17 1	69.3% 0.0%	91 0	3.0% 0.0%	1 0	0.0% 0.0%	0
Centre, Burton Upon Trent																		
Other, East Staffordshire St Peters Retail Park, Burton	0.1% 0.2%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.9% 0.0%	1 0	0.0% 0.9%	0 1	0.0% 0.0%	0	0.0% 0.0%	0
Upon Trent Tesco, St Peters Bridge, Burton-on-Trent	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0
Darton-on-Hent																		

Page 210

Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total		Zone	1	Zone	2	Zone 3	3	Zone 4	4	Zone :	5	Zone	6	Zone	7	Zone	8
Outside Study Area - Leicester																		
Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Lichfield																		
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley	0.2%	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
Tamworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.4%	1	0.0%	0
Outside Study Area - North West Leicestershire																		
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Measham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.5%	3	0.0%	0
Outside Study Area - Nottingham	0.470	3	0.070	U	0.070	U	0.070	U	0.070	U	0.770	U	0.070	U	3.370	3	0.070	U
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	1
Outside Study Area - Other																		
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Other, West Midlands	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Outside Study Area - South Derbyshire																		
Hilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South Derbyshire Outside Study Area - Tamworth	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
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park,	2.2%	15	0.0%	0	7.4%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0	13.5%	6	1.0%	1
Tamworth Outside Study Area - Walsall																		
Walsall 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
Abroad	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Weighted base:		690		103		103		60		92		67		131		46		87
2		704		84		88		86		92 87		89		86		88		96
Sample:		704		04		00		80		0/		09		80		00		90

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q29AHow often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q29)?

Those who gave a UK destination at Q29

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.6%	4	0.8%	1	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
At least once a week	13.0%	90	13.3%	14	18.1%	19	14.6%	9	16.5%	15	10.2%	7	6.3%	8	11.8%	5	15.0%	13
At least once a fortnight	15.2%	105	7.5%	8	10.3%	11	9.1%	5	9.0%	8	9.4%	6	20.1%	26	12.5%	6	39.6%	35
At least once a month	36.2%	249	34.7%	36	36.5%	38	39.2%	23	31.5%	28	30.3%	20	44.8%	58	32.4%	15	34.3%	30
At least every two months	11.4%	78	14.0%	14	12.6%	13	10.8%	6	11.8%	11	12.3%	8	12.1%	16	16.1%	7	2.7%	2
At least every 3 months	7.4%	51	19.6%	20	1.8%	2	10.5%	6	6.2%	6	7.8%	5	6.8%	9	6.1%	3	0.0%	0
At least every 6 months	6.4%	44	7.2%	7	11.7%	12	9.8%	6	5.6%	5	3.7%	2	3.7%	5	12.0%	6	0.7%	1
Less often than once every 6 months	2.9%	20	0.8%	1	3.1%	3	0.9%	1	4.9%	4	13.8%	9	0.9%	1	0.8%	0	0.0%	0
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
(Don't know / varies)	6.6%	45	2.1%	2	3.9%	4	4.3%	3	13.3%	12	12.4%	8	5.1%	7	6.5%	3	7.6%	7
Mean:		18.80		16.84		22.89		16.64		20.84		14.45		15.79		17.52		24.24
Weighted base:		687		103		103		60		90		67		130		46		87
Sample:		701		84		88		86		85		89		85		88		96

Swadlincote Household Survey for WYG

Weighted: for WYG July 2015

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

	Total	1	Zone 1		Zone	Zone 2 Zone 3		3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q30 Where did you last general Excl Internet & Nulls	go to bu	y elec	ctrical ite	ems,	such as	telev	isions, w	ashi	ng machi	ines	and con	npute	rs?					
Zone 1																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Castle Gresley Hepworth Retail Park, Swadlincote	0.0% 0.4%	0 2	0.0% 1.6%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.1%	0	0.0% 0.0%	0	0.0% 0.9%	0	0.0% 0.0%	0
Sainsbury's, Civic Way, Swadlincote	1.0%	4	1.7%	1	3.4%	2	1.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote	15.9%	70	33.9%	22	22.4%	15	32.1%	9	7.1%	3	29.5%	13	0.0%	0	14.6%	5	4.6%	2
The Pipeworks, Swadlincote Zone 3	5.7%	25	10.3%	7	6.1%	4	2.1%	1	2.0%	1	2.3%	1	8.6%	9	3.9%	1	2.9%	1
Masseys, Swadlincote Road, Woodville Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluebell Arboretum and Nursery, Annwell Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smisby Melbourne Zone 5	1.8%	8	0.0%	0	0.0%	0	1.6%	0	15.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 Blackfordby Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	9.7%	43	1.9%	1	0.7%	0	11.8%	3	6.6%	3	3.7%	2	0.0%	0	9.8%	4	59.6%	29
Nottingham Road Retail Park, 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
Tesco, Resolution Road, Ashby-de-la-Zouch	1.4%	6	3.4%	2	0.0%	0	2.1%	1	2.3%	1	0.0%	0	0.0%	0	2.0%	1	2.8%	1
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside Study Area - Birmingham																		
Birmingham	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	9	0.0%	0	0.0%	0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue,	0.9%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	5.0%	2
Leicester Outside Study Area -																		
Charnwood B&Q, Jubilee Drive, Belton 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	0.0%	0
Loughborough Outside Study Area - Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	2.8%	12	0.0%	0	0.0%	0	2.1%	1	19.4%	9	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Derby Wyvern Retail Park, Derby	2.6%	11 4	0.0%	0	2.9%	2 2	0.0%	0	18.8% 0.0%	9	0.0%	0	0.0%	0	1.4% 3.5%	1	0.0%	0
Wyvern Way - Boots / Toys	1.0% 0.1%	0	0.0% 0.0%	0	2.6% 0.7%	0	2.1% 0.0%	1 0	0.0%	0	1.4% 0.0%	1	0.0% 0.0%	0	0.0%	1	0.0%	0
R Us, Derby Outside Study Area - East	0.170	Ü	0.070	Ü	0.770	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü
Staffordshire 2 Union Street - Former	1.6%	7	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0
Comet, Burton Upon Trent Albion Gateway, Burton	0.3%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upon Trent Anglesey Business Park, Burton Upon Trent	0.6%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent B&Q, Wellington Road, Burton Upon Trent	0.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Branston Branston Square, Burton	2.0% 1.9%	9 8	0.0% 1.5%	0 1	0.0% 0.0%	0	0.0% 10.1%	0	1.5% 0.0%	1	1.4% 0.0%	1	7.1% 3.6%	7 4	0.0% 2.3%	0 1	0.0% 0.0%	0
Upon Trent Burton Place Shopping,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Burton Upon Trent	0.170	0	0.070	0	0.070	0	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	0

Page 211

Page 212 July 2015

Swadlincote Household Survey for WYG

Weighted.						1,	01 11	• •									July 2	2013
	Total		Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone :	5	Zone	6	Zone	7	Zone	8
Burton Shopping Park,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent	14.8%	65	15.0%	10	17.6%	11	7.0%	2	8.3%	4	23.6%	10	23.9%	24	2.7%	1	3.8%	2
Burton Upon Trent Centrum East Retail Park, Burton Upon Trent	13.4%	59		13	16.4%	11	5.1%	1	2.0%	1		5	24.1%	25	7.5%	3	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	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
Eton Park	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Street - Blockbuster , Burton Upon Trent	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleway Retail & Leisure Park, Burton Upon Trent	0.4%	2	0.0%	0	1.1%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton Upon Trent	0.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
The Octagon Shopping Centre, Burton Upon Trent	0.6%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Wellington Road Retail Park, Burton Upon Trent	6.4%	28	1.7%	1	5.9%	4	2.1%	1	2.0%	1	7.2%	3	17.5%	18	2.0%	1	0.0%	0
Wellington Road, Burton Upon Trent Outside Study Area -	1.0%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Leicester																		
Leicester Outside Study Area - Lichfield	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.2%	1	0.0%	0	0.8%	0	0.0%	0
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.1%	0	0.0%	0
Tamworth Outside Study Area - North West Leicestershire	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	2.6%	1
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.3%	1
Cropston Drive, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibstock Outside Study Area - Nottingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.9%	1	1.0%	1
Nottingham Outside Study Area - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belper	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Shopping Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other, East Midlands Outside Study Area - South Derbyshire	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
Hilton Outside Study Area - Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth Outside Study Area -	6.4%	28	1.5%	1	8.1%	5	8.3%	2	2.0%	1	2.5%	1	0.0%	0	35.0%	13	9.3%	5
Walsall Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Abroad	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
Weighted base: Sample:		438 445		65 54		65 61		29 45		48 49		43 55		102 60		37 63		49 58
r · ·								-		-								

Swadlincote Household Survey for WYG

Weighted: For WYG July 2015

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

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q30AHow often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q30)?

Those who gave a UK destination at Q30

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	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
At least once a fortnight	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	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
At least every two months	2.2%	10	0.0%	0	0.0%	0	1.9%	1	1.2%	1	1.3%	1	7.1%	7	0.0%	0	1.6%	1
At least every 3 months	3.5%	15	1.5%	1	13.3%	9	3.8%	1	0.0%	0	0.0%	0	3.6%	4	2.4%	1	0.0%	0
At least every 6 months	13.3%	58	9.3%	6	15.3%	10	12.7%	4	13.2%	6	20.2%	9	12.7%	13	8.2%	3	15.7%	8
Less often than once every 6 months	60.6%	265	74.8%	49	66.5%	43	60.0%	17	50.7%	24	43.3%	19	68.5%	70	66.5%	24	37.9%	18
Have only visited once	4.1%	18	10.0%	6	1.8%	1	0.0%	0	5.5%	3	6.1%	3	0.0%	0	2.1%	1	9.0%	4
(Don't know / varies)	15.8%	69	2.9%	2	3.1%	2	19.6%	6	29.4%	14	27.9%	12	8.1%	8	20.8%	8	35.8%	17
Mean:		1.53		1.46		1.55		1.70		1.19		2.14		1.64		1.17		1.23
Weighted base:		437		65		65		29		48		43		102		37		49
Sample:		444		54		61		44		49		55		60		63		58

Page 214 July 2015

Swadlincote Household Survey for WYG

weightea:						1	01 11	10	ſ								July	2015
	Tota	al	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone	8
Q31 Where did you last Excl Internet & Nulls	go to bı	ıy DIY	goods?	•														
Zone 1																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Newhall Zone 2	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%	(
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Swadlincote	9.2%	48	18.0%	12	21.4%	20	17.6%	8	3.5%	2	9.9%	5	0.8%	1	2.1%	1	0.0%	(
The Pipeworks, Swadlincote Zone 3	0.2%	1	0.0%	0	0.5%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Masseys, Swadlincote Road, Woodville	1.6%	8	0.0%	0	5.2%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	(
Woodville Zone 4	2.3%	12	2.9%	2	0.0%	0	14.0%	6	0.0%	0	2.0%	1	0.0%	0	7.8%	3	0.8%	
Bluebell Arboretum and Nursery, Annwell Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Smisby Willington	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%	(
Zone 5 Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Zone 6 Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Zone 7 Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Zone 8 Ashby-de-la-Zouch	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.9%	1	5.5%	4
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch Outside Study Area -	13.9%	73	1.6%	1	6.2%	6	12.5%	5	18.5%	12	2.2%	1	0.0%	0		9		38
Birmingham Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Outside Study Area - Blaby Fosse Park Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Fosse Park Avenue, Leicester Outside Study Area -																		
Charnwood B&Q, Jubilee Drive, Belton	1.4%	7	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	10.2%	6
Road, Loughborough 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	2.0%	1
Outside Study Area - Derby Allenton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	(
B&Q, Osmaston Park Road,	4.6%	24	0.0%	0	1.7%	2	3.1%	1		20	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Derby Derby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%	1	1.2%	1	0.0%	0	0.0%	(
Derby Retail Park, Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Homebase, Kingsway, Derby	1.2%	6	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Kingsway Retail Park, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	(
Wyvern Retail Park, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Wyvern Way - Boots / Toys R Us, Derby Outside Study Area - East Staffordshire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	(
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
B&Q, Wellington Road, Burton Upon Trent	46.3%	242	69.1%	47	54.8%	51	35.9%	15	20.7%	14	64.4%	33	64.6%	69	14.9%	5	14.9%	ç
Barton Fields, Lichfield Road, Burton-on-trent	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	(
Burton Upon Trent Centrum East Retail Park,	3.6% 0.1%	19 1	1.2% 0.0%	1	4.4% 0.0%	4	3.6% 1.3%	2	0.0% 0.0%	0	10.7% 0.0%	5 0	5.6% 0.0%	6 0	0.0% 0.0%	0	1.8% 0.0%	1
Burton Upon Trent Screwfix, Beeches Park,	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.8%	4	0.0%	0		(
Eastern Avenue, Burton-on-Trent						0										0		
Wellington Road Retail Park, Burton Upon Trent Wallington Road Burton	1.4%	7	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	6.8%	7				(
Wellington Road, Burton	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C

Swadlincote Household Survey for WYG

Weighted:

July 2015

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	Tota	l	Zone	1	Zone 2	2	Zone 3	3	Zone 4	ı	Zone :	5	Zone	6	Zone	7	Zone	8
Upon Trent																		
Wickes, Wellington Road, Burton Upon Trent	6.1%	32	4.4%	3	5.0%	5	2.7%	1	3.3%	2	3.4%	2	17.1%	18	0.0%	0	1.5%	1
Outside Study Area - Leicester																		
Leicester Outside Study Area - Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	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
Tamworth Outside Study Area - North West Leicestershire	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.4%	2
Measham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Whitwick Retail Park, Coalville	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Outside Study Area - Nottingham																		
Nottingham Outside Study Area - 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
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire and Humber	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
Outside Study Area - South Derbyshire																		
Hilton Outside Study Area - Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.8%	9	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.4%	2	0.0%	0	18.4%	6	0.0%	0
Outside Study Area - Walsall																		
Walsall 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
Abroad	0.3%	2	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		524 516		67 54		92 82		43 63		67 62		51 63		106 66		34 61		64 65

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q31AHow often do you make shopping trips for DIY goods (DESTINATION MENTIONED AT Q31)? Those who gave a UK destination at Q31

Daily	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
At least two times a week	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	1	0.8%	1	0.0%	0	0.0%	0
At least once a week	2.0%	10	0.0%	0	0.7%	1	1.3%	1	3.2%	2	0.0%	0	5.2%	6	1.2%	0	1.9%	1
At least once a fortnight	2.7%	14	1.6%	1	1.0%	1	1.3%	1	6.2%	4	1.0%	1	3.4%	4	3.2%	1	3.4%	2
At least once a month	14.4%	75	8.7%	6	13.8%	13	20.4%	9	17.1%	11	17.4%	9	11.8%	13	24.8%	8	10.8%	7
At least every two months	11.0%	57	10.6%	7	15.7%	15	10.7%	5	8.5%	6	5.5%	3	9.0%	10	20.5%	7	9.7%	6
At least every 3 months	13.1%	68	21.0%	14	9.3%	9	8.7%	4	15.5%	10	7.2%	4	14.7%	16	10.0%	3	14.1%	9
At least every 6 months	20.9%	109	13.5%	9	30.0%	28	21.4%	9	13.3%	9	23.7%	12	24.5%	26	13.3%	4	18.5%	12
Less often than once every 6 months	21.7%	113	32.5%	22	23.3%	22	16.2%	7	21.5%	14	16.9%	9	18.8%	20	18.7%	6	22.3%	14
Have only visited once	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.0%	68	12.2%	8	6.1%	6	18.7%	8	10.1%	7	23.5%	12	12.0%	13	8.3%	3	19.3%	12
Mean:		7.72		4.03		4.75		11.96		9.67		11.58		9.53		7.09		6.07
Weighted base:		522		67		92		42		66		51		106		34		64
Sample:		514		54		82		62		61		63		66		61		65

Page 216 July 2015

Swadlincote Household Survey for WYG

Weighted.						_	01 11	- 0									July	2013
	Total		Zone	1	Zone 2	2	Zone	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone	8
Q32 Where did you last g Excl Internet & Nulls	go to buy	/ furr	niture, ca	arpets	and flo	or co	verings	?										
Zone 1																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newhall Zone 2	5.1%	20	24.5%	13	2.1%	1	3.9%	2	0.0%	0	3.2%	1	0.0%	0	7.9%	3	1.7%	1
Castle Gresley	5.2%	21	3.7%	2	7.7%	5	10.8%	4	3.2%	2	1.7%	1	4.8%	3	4.9%	2	3.8%	2
Church Gresley	4.8%	19	5.3%	3	2.9%	2	6.6%	3	1.6%	1	17.1%	5	3.5%	2	9.0%	3	0.0%	0
Swadlincote	15.9%	64		11	31.4%	21	32.3%	13	4.4%	2	15.9%	5	4.9%	3	14.8%	5	5.9%	3
The Pipeworks, Swadlincote	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	1
The Rink Shopping Centre, Swadlincote Zone 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville Zone 4	0.5%	2	0.0%	0	0.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.4%	1
Bluebell Arboretum and	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nursery, Annwell Lane, Smisby	J.0 /0	U	0.070	U	0.070	U	0.070	U	0.070	J	0.070	J	0.070	J	0.070	J	0.070	U
Melbourne	1.2%	5	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale At Findern Garden Centre, Burton Road, Derby	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Stapenhill Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfordby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Moira Zone 8	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	2.2%	1	1.8%	1
Ashby-de-la-Zouch	6.5%	26	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.7%	1	0.0%	0	1.7%	1	45.5%	24
Nottingham Road Retail Park, 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	1.0%	1
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch Dutside Study Area - Birmingham	0.5%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	1.2%	5	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.5%	1	7.4%	3	0.0%	0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue,	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	1
Leicester Outside Study Area - Charnwood																		
B&Q, Jubilee Drive, Belton 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	0.0%	0
Loughborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.8%	1
Other, Charnwood	0.2%	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
Outside Study Area - Derby	0.00/		0.00/		0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	
Allenton Ascot Drive, Derby	0.0% 0.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.5%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Derby	3.5%	14	2.1%	1	0.0%	0	0.0%	0	15.9%	8	5.8%	2	2.8%	2	0.0%	0	0.0%	0
Homebase, Kingsway, Derby	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
Kingsway Retail Park, Derby	1.7%	7	0.0%	0	0.8%	1	0.0%	0	9.3%	5	1.7%	1	1.5%	1	0.0%	0	0.0%	0
Mickleover	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osmaston Park, Derby	0.4%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pride Park, Derby Outside Study Area - East Staffordshire	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 Union Street - Former Comet, Burton Upon Trent		2	0.0%	0	0.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anglesey Business Park, Burton Upon Trent B&Q, Wellington Road,	0.6% 2.9%	12	0.0%	0	0.0% 2.5%	0	0.0%	0	0.0%	0	0.0%	0	3.2% 12.4%	2	0.0%	0	0.0%	0
Burton Upon Trent		0				0		0						0		0		
Burton Place Shopping,	0.1%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	0	1.5%	0	0.0%	U	0.0%	U	0.0%	0

Page 217
July 2015

Swadlincote Household Survey for WYG

· ·		Total		Zone	1	Zone 2		Zone 3	,	Zone 4		Zone 5		Zone	6	Zone 7	,	Zone	8
Barron Upon Trent Certurn East Retail Park, Control East Retail Park, Control East Retail Park, Burton Upon Trent Coopers Square Shopping Certurn East Retail Park, Burton Upon Trent Coopers Square Shopping Certurn East Retail Park, Burton Upon Trent Corpors Square Shopping Certurn East Retail Park, Burton Upon Trent Corpors Square Shopping Certurn East Retail Park, Burton Upon Trent Corpors Square Shopping Certurn East Retail Park, Burton Upon Trent Corpors Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, Burton Upon Trent Corpor Square Shopping Certurn East Retail Park, B	Burton Unon Trent																		
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Burno Lipon Trent Coopers Square Shorping Centre, Burno Lipon Trent Coopers Square Shorping Centre, Burnos Lipon Trent Coopers Square Shorping Coopers Square Shorping Square Shorping Coopers Square Shorping Square Shorping Coopers Square Shorping S	1																		0
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Centre Burtos Upon Tent Burtos Upon Tent Burton Upon Tent Upon		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
DISS, Tamworth Road, 1, 27% 11 0/9% 0 5,6% 4 1.5% 1 0/9% 0 7,3% 2 6,3% 4 0,0% 0 0.0% 0 0.0% 1 Dutron-or-rete Horninglow Stream Realial Park, Barnon 0.3% 1 0.0% 0 0			_		_				-				-				-		_
Button-up-Treent Button-up-T		2.7%	11	0.0%	0	5.6%	4	1.5%	1	0.0%	0	7.3%	2	6.3%	4	0.0%	0	0.0%	0
Homisglow Stepter Nation Property Pr					_		-	-10 / 0	_				_		-		-		
St Peters Retail Park, Burton 1909 1.79% 1 0.0% 0 0.0%		0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
The Cottage Shopping Centre, Burton Upon Trent The Cottage Shopping Centre, Burton Upon Trent Centre, Ce	e e																		0
The Cottage Stropping of 1,9% of 2 0,9% of 1,9% of 0,0% of 0,0% of 1,2% of 0,0% of 0,0		0.070	•	0.070	Ü	0.070		0.070		0.070		0.070	Ü	11,70	•	0.070		0.070	
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Wellington Road Retail Park, S.2% 13 2.1% 1 0.9% 1 2.9% 1 0.0% 0 0.0% 0 0.0% 0 0.14.1% 10 0.0% 0		0.170	_	0.070	O	1.170	•	0.070	Ü	0.070	Ů	0.070		1.270	•	0.070	Ü	0.070	
Burnol Con Trent Wellington Road, Burnon 0.5% 2 1.8% 1 0.0% 0 0.		3 2%	13	2 1%	1	0.9%	1	2 9%	1	0.0%	0	0.0%	0	14 1%	10	0.0%	0	0.0%	0
Wellington Road, Burnon Conference Con		3.270	13	2.1 /0	1	0.770	1	2.770	1	0.070	U	0.070	U	14.1/0	10	0.070	U	0.070	·
Vickes Wellington Road R		0.5%	2	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Wellington Road	•	0.570	_	1.070	1	0.070	U	0.070	U	1.570	1	0.070	U	0.070	U	0.070	U	0.070	O
Dutside Study Area Cuicester Cuicest		0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1 2%	1	0.0%	٥	0.0%	0
Display Disp	•	0.270	1	0.070	U	0.070	U	0.070	U	0.070	Ü	0.070	U	1.2/0	1	0.070	U	0.070	O
Leicester Leicester Leicester Leicester 0.8% 3 0.0% 0 0.0%																			
Lickster 0.8% 3 0.0% 0	•																		
Lichfield Alrewas		0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.7%	1	0.0%	0	0.0%	0	2.4%	1
Alrewas 0.0% 0 0	Outside Study Area -																		
Lichfield 1.8% 7 0.0% 0	Lichfield																		
Tamworth Outside Study Area - North West Leicestershire A.W Beesley & Son, Heather Lane, Nurseries, Heather Lane, Coaliville Castle Donington 0.4% 2 2 1.9% 1 0.0% 0 0.0%	Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cutside Study Area - North West Licensets with	Lichfield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0
West Leicestershire 0.0% 0	Tamworth	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.9%	0	11.0%	6
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane Nurseries, Heather Lane Nurseries, Heather Lane Coalville Castle Donington 0.4% 2 2.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Coalville 0.35% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Measham 0.5% 14 1.8% 1 2.8% 2 6.4% 3 0.0% 0 5.3% 2 4.3% 3 10.6% 4 0.0% Morris Hil 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Morris Hil 0.0tside Study Area- Nottingham Nottingham 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Gilthrook Shopping Park, Nottingham 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Morris Study Area- Nottingham 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Morris Study Area- Nottingham 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Gilthrook Shopping Park, Nottingham 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, East Midlands 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, South West 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Weighted base: 402 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other West	•																		
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Castle Donington		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington																			
Coalville	*																		
Measham Meas	•																		0
Notris Hil																			1
Notingham Noti																			0
Nottingham Nottingham		0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Notingham South																			
Study Area - Other Sudy Area - Other Sudy Area - Other Sudy Area - Other Sudy Area - South Derbyshire Study Area - South Derbyshire Study Area - Sudy Area - Tamworth Sudy Area - Tamworth Sudy Area - Walsall Ou.% Ou	-	2 00%	12	0.00/	0	4.20/	2	2 20/	1	11 20/	6	0.00%	0	0.00%	0	1 10/	Λ	2 20/	2
Belper 0.0% 0 0.		3.070	12	0.070	U	4.270	3	3.270	1	11.570	U	0.070	U	0.070	U	1.1 /0	U	3.370	
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Nottingham Other, East Midlands 1.1% 4 2.0% 1 0.0% 0 0.0% 0 4.4% 2 0.0% 0 0.0% 0 2.5% 1 0.0% Other, South East and 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% London Other, South West Other, South West Other, South West 0.3% 1 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 1.1% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.1% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other, West Midlands 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other West Midlands 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Ventura Retail Park, 1.6% 1 10.7% 7 3.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Ventura Retail Park, 1.6% 1 10.7% 7 3.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Ventura Retail Park, 1.6% 1 10.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Ventura Retail Park, 1.6% 1 10.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Ventura Retail Park, 1.6% 1 10.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Ventura Retail Park, 1.6% 1 10.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Ventura Retail Park, 1.6% 1 10.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Ventura Retail Park, 1.6% 1 10.0% 0 0.0%	1																		0
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Other, South East and London Other, South West Other, West Midlands Other, West Midlands Other, South Mest Outside Study Area - South Derbyshire Hilton Other, South West Outside Study Area - South Derbyshire Nakerside Shopping Centre, Tamworth Outside Study Area Ventura Retail Park, Tamworth Outside Study Area Walsall Walsall Other, South West Other, South West Other, South Other, South West Other, South Other Other, South Other, S		1 1%	1	2.0%	1	0.0%	0	0.0%	0	1 1%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0
London Other, South West O.3% 1 O.0% O 1.0% 1 O.0% O O.																			0
Other, South West		0.170	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	1.070	U	0.070	·
Other, West Midlands Outside Study Area - South Derbyshire Name of the study Area - South Derbyshire Name of the study Area - Sout		0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	٥	0.0%	0	0.0%	0	0.0%	٥	1.0%	1
Outside Study Area - South Derbyshire Hilton 0.0% 0 <td></td> <td>0</td>																			0
Hilton O.0% O	,	1.170	4	0.0%	U	0.070	U	0.0%	U	3.070	2	1.770	1	0.070	U	0.0%	2	0.0%	U
Hilton 0.0% 0 0.																			
Outside Study Area - Tamworth Ankerside Shopping Centre, 10.2% 1 0.0% 0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ankerside Shopping Centre, 0.2% 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 0.0% 1 0.0																			
Tamworth Ventura Retail Park,	Tamworth																		
Ventura Retail Park, Tamworth Outside Study Area- Walsall Walsall O.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 2 12.8% Other Abroad O.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Verighted base: 4.6% 18 1.6% 1 10.7% 7 3.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other 4.6% 18 1.6% 1 10.7% 7 3.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other 4.6% 18 1.6% 1 10.7% 7 3.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other 4.6% 18 1.6% 1 10.7% 7 3.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other 4.6% 18 1.6% 1 10.7% 7 3.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Other 4.6% 18 1.6% 1 10.7% 7 3.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%		0.2%	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
Tamworth Outside Study Area- Walsall Walsall O.0% O 0.0% Other Abroad O.1% I 0.0% O 0.0% Weighted base: 402 52 66 42 53 31 71 36	Tamworth																		
Outside Study Area - Walsall Walsall 0.0% 0	Ventura Retail Park,	4.6%	18	1.6%	1	10.7%	7	3.2%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	2	12.8%	7
Walsall Walsall Olow Other Olow Other Olow Olow Olow Olow Olow Olow Olow Olow	Tamworth																		
Walsall 0.0% 0 0																			
Other Abroad 0.1% 1 0.0% 0 0.0% 0 1.3% 1 0.0% 0 0 0 0		0.00	_		_	0.00	-	0.0-	_	0.00		0.00	_	0.0	_	0.00	_		
Abroad 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 0.0% Weighted base: 402 52 66 42 53 31 71 36		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Weighted base: 402 52 66 42 53 31 71 36					_		_				_		_		_		_		
· ·	Abroad	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%	C
· ·	Weighted base:		402		52		66		42		53		31		71		36		52
Sample. 451 40 05 58 51 48 61	Sample:		431		46		65		58		51		48		48		61		54

Page 218

July 2015

Swadlincote Household Survey for WYG

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

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q32AHow often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q32)?

Those who	gave a	IIK	destination	at 032

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
		-		-		-		-		-		-		-		-		-
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
At least once a month	0.2%	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
At least every two months	0.7%	3	2.1%	1	0.7%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
At least every 3 months	2.9%	12	1.6%	1	0.0%	0	6.5%	3	0.0%	0	2.0%	1	0.0%	0	16.2%	6	3.7%	2
At least every 6 months	5.6%	22	3.5%	2	2.4%	2	9.2%	4	4.2%	2	10.6%	3	12.4%	9	0.8%	0	1.1%	1
Less often than once every 6	70.3%	282	74.2%	38	90.5%	60	62.7%	26	70.8%	37	44.3%	14	70.4%	50	69.2%	25	62.1%	33
months																		
Have only visited once	9.4%	38	16.5%	9	5.6%	4	1.3%	1	8.4%	4	28.2%	9	6.3%	4	3.6%	1	11.6%	6
(Don't know / varies)	10.8%	43	2.0%	1	0.7%	0	18.8%	8	15.4%	8	14.9%	5	9.8%	7	10.2%	4	20.5%	11
Mean:		1.17		1.03		1.00		1.54		1.02		0.86		1.39		1.51		1.07
Weighted base:		401		52		66		41		53		31		71		36		52
Sample:		430		46		65		57		51		48		48		61		54

Swadlincote Household Survey for WYG

Page 219 July 2015

	Total		Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q33 Where did you last g Excl Internet & Nulls	jo to buy	/ gard	dening g	goods	i?													
Zone 1																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	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
Garden King Garden Market, Park Road, Swadlincote	12.6%	70	25.6%	22	27.0%	22	9.9%	4	0.0%	0	21.5%	10	3.6%	4	17.3%	7	1.7%	1
Newhall Stanton Nurseries, Woodland Road, Burton-on-trent Zone 2	1.5% 0.5%	8	4.5% 1.0%	4	0.5% 0.8%	0	3.1% 0.0%	1	0.0% 1.3%	0	3.5% 1.0%	2	0.0% 0.0%	0	1.0% 0.0%	0	1.3% 0.0%	1
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hepworth Retail Park, Swadlincote	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, Coppice Side, Swadlincote	1.0%	5	1.2%	1	1.7%	1	2.2%	1	1.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Swadlincote	11.4%	63	25.1%	21	20.0%	16		11	1.3%	1		7	1.5%	2	5.3%	2	3.6%	3
The Pipeworks, Swadlincote The Rink Shopping Centre, Swadlincote Zone 3	2.0% 0.3%	11 2	1.2% 0.0%	1 0	7.1% 2.1%	6 2	2.6% 0.0%	1 0	1.3% 0.0%	1 0	1.3% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	1.8% 0.0%	1 0
Masseys, Swadlincote Road, Woodville	0.8%	4	0.0%	0	1.6%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.0%	1
Woodville Zone 4	1.7%	10	0.0%	0	3.4%	3	7.8%	3	1.3%	1	1.3%	1	0.0%	0	3.3%	1	0.7%	1
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Bretby	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
Findern	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Planters At Bretby , The Nurseries, Bretby Lane,	1.0% 12.1%	5 67	0.0% 12.8%	0 11	0.0% 8.3%	0 7	0.0% 16.5%	0 7	1.1% 13.0%	1 10	0.0% 2.9%	0	0.0% 15.7%	0 17	0.9% 8.5%	0	5.5% 14.4%	4 11
Burton-on-trent Wyevale At Findern Garden Centre, Burton Road,	2.2%	12	0.0%	0	1.4%	1	0.0%	0	9.1%	7	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Derby Zone 5																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	1.3%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	9.2%	4	2.3%	2	0.0%	0	0.0%	0
Linton	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
Zone 6	0.2%	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
Stapenhill Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfordby Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch Tesco, Resolution Road,	1.3% 0.3%	7 2	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 1.2%	0 1	0.0% 1.3%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	4.0% 0.8%	2 0	6.8% 0.0%	5 0
Ashby-de-la-Zouch Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	2.0%	11	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	12.0%	5	5.0%	4
Outside Study Area - Birmingham																		
Birmingham Outside Study Area - Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charnwood B&Q, Jubilee Drive, Belton	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	6.8%	5
Road, Loughborough 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	0.9%	1
Other, Charnwood Outside Study Area - Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Allegtras	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
Allestree B&Q, Osmaston Park Road,	0.5% 0.9%	3 5	0.0% 1.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 5.5%	0 4	0.0% 0.0%	0	0.0% 0.0%	0	6.4% 0.0%	3	0.0% 0.0%	0

Page 220 July 2015

Swadlincote Household Survey for WYG

																	J	
	Total		Zone 1	1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3
Derby	1.1%	6	0.0%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingsway, Derby Kingsway Retail Park, Derby Outside Study Area - East	1.2% 0.2%	7	0.0% 0.0%	0	0.6% 0.0%	0	0.0% 0.0%	0	6.6% 1.5%	5 1	0.0% 0.0%	0	1.3% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0
Staffordshire 2 Union Street - Former	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Burton Upon Trent B&Q, Wellington Road,	16.0%	88	22.9%	19	18.0%	15	15.0%	7	6.4%	5	9.3%	4	28.2%	31	4.7%	2	8.6%	6
Burton Upon Trent Barton Fields, Lichfield Road, Burton-on-trent	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Byrkley Garden Centre,	6.7% 2.8%	37 15	3.2% 0.0%	3	2.4% 2.0%	2 2	2.3% 1.1%	1	2.5% 2.6%	2 2	20.7% 0.0%	9 0	17.2% 9.3%	19 10	0.0% 0.8%	0	1.5% 1.0%	1 1
Burton-on-trent The Octagon Shopping Centre, Burton Upon Trent	0.2%	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
Uttoxiter Wellington Road Retail Park,	0.2% 0.4%	1 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.0% 1.9%	1 2	0.0% 0.0%	0	0.0% 0.0%	0
Burton Upon Trent Wellington Road, Burton	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.0%	0	0.0%	0
Upon Trent Wickes, Wellington Road, Burton Upon Trent Outside Study Area -	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0
Leicester Leicester Outside Study Area -	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lichfield Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Outside Study Area - North West Leicestershire	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.2%	1
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	6.7%	5
Coalville Ibstock	0.2% 0.1%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.5% 1.0%	1 1
Measham	1.0%	5	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	0	0.0%	0	3.5%	1	4.2%	3
Other, North West Leicestershire	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.7%	1
Staunton Harold Nurseries & Garden Centre , Melbourne Road,	1.9%	10	1.3%	1	1.5%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	7.3%	3	4.3%	3
Ashby-de-la-zouch Sunnyside Garden Centre, Leicester Road, Ibstock	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1
The Belvoir Shopping Centre, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Outside Study Area -	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	6.7%	5
Nottingham Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.4%	2	0.0%	0	0.0%	0	1.1%	0	0.8%	1	1.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, West Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	0	0.7%	1
Wyevale Garden Centre, Ashby Road, Stapleton,	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	5.3%	4
Leicester Outside Study Area - South Derbyshire																		
Hilton Other South Derbyshire	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
Other, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby Outside Study Area -	0.1% 3.0%	1 16	0.0% 0.0%	0	0.0% 0.0%	0	1.2% 0.0%	1	0.0% 21.3%	16	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.7%	0
Tamworth Ankerside Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth																		

Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	l	Zone 1		Zone 2	}	Zone 3	3	Zone 4	1	Zone 5		Zone (í	Zone 7	1	Zone 8	8
Outside Study Area - Walsall Walsall 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
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		553 562		85 64		81 78		44 65		74 68		46 66		108 77		39 64		75 80

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q33AHow often do you make shopping trips for gardening goods to (DESTINATION MENTIONED AT Q33)?

Those who gave a UK destination at Q33

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
At least two times a week	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	
At least once a week	2.7%	15	3.1%	3	2.6%	2	5.9%	3	0.0%	0	1.3%	1	2.0%	2	4.4%	2	4.2%	3	
At least once a fortnight	4.3%	24	6.2%	5	2.6%	2	4.3%	2	7.3%	5	3.3%	2	4.0%	4	5.3%	2	1.4%	1	
At least once a month	13.2%	73	10.0%	9	16.6%	14	8.9%	4	14.8%	11	11.4%	5	17.2%	19	10.2%	4	11.1%	8	
At least every two months	9.0%	50	5.2%	4	6.4%	5	16.7%	7	9.0%	7	11.1%	5	8.7%	9	15.9%	6	7.5%	6	
At least every 3 months	14.1%	78	17.3%	15	13.7%	11	22.7%	10	26.3%	20	19.1%	9	5.8%	6	5.8%	2	7.2%	5	
At least every 6 months	21.1%	117	20.7%	18	32.3%	26	11.1%	5	16.6%	12	7.4%	3	23.5%	25	21.8%	9	24.4%	18	
Less often than once every 6	25.9%	143	27.4%	23	25.8%	21	19.1%	8	18.8%	14	26.8%	12	30.2%	33	29.4%	12	26.5%	20	
months																			
Have only visited once	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	3	1.9%	1	2.0%	2	
(Don't know / varies)	8.5%	47	10.2%	9	0.0%	0	11.3%	5	4.9%	4		9	6.1%	7	5.2%	2	15.8%	12	
` '	0.070		10.270		0.070		11.070		, , 0		17.070		0.170		0.270		10.070		
Mean:		6.73		6.80		5.86		8.53		8.14		5.89		6.05		7.17		6.36	
Weighted base:		553		85		81		44		74		46		108		39		75	
Sample:		562		64		78		65		68		66		77		64		80	
Sample.		202		٠.		, 0		0.0		00		00				٠.		00	
Q34 Do you EVER visit \$	Swadling	cote to	own cer	ntre?															
Yes	67.0%	536	86.2%	105	83.7%	98	88.8%	61	42.3%	47	78.8%	59	50.8%	80	70.7%	39	50.2%	47	
No	33.0%	264	13.8%	17	16.3%	19	11.2%	8	57.7%	65	21.2%	16	49.2%	77	29.3%	16	49.8%	47	
INU	33.0%	∠04	13.6%	1 /	10.5%	19	11.2%	0	31.1%	0.5	41.4%	10	47.2%	//	29.3%	10	47.0%	47	
Weighted base:		800		121		117		69		112		75		157		55		94	
Sample:		800		100		100		100		100		100		100		100		100	
=																			

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q35 How often do you visit Swadlincote town centre?

Those who visit Swadlincote town centre at Q34

Daily	1.7%	9	1.6%	2	3.7%	4	2.0%	1	0.0%	0	0.9%	1	1.8%	1	2.1%	1	0.0%	0
		68	21.0%	_	, .			10	0.0,0	1		1	2.4%	2		2		1
At least two times a week	12.7%			22	23.5%	23	16.9%	10	2.1%	1	10.6%	6		2		2	1.8%	1
At least once a week	26.0%	139	43.2%	45	32.0%	31	23.2%	14	15.6%	7	32.3%	19	10.1%	8	31.4%	12	3.3%	2
At least once a fortnight	13.8%	74	10.4%	11	17.4%	17	22.8%	14	15.9%	7	17.0%	10	4.8%	4	14.9%	6	9.9%	5
At least once a month	19.0%	102	12.0%	13	12.2%	12	22.7%	14	17.4%	8	13.6%	8	44.8%	36	19.0%	7	9.0%	4
At least every two months	7.5%	40	6.9%	7	5.0%	5	1.7%	1	11.2%	5	4.9%	3	13.0%	10	11.4%	4	9.1%	4
At least every 3 months	6.0%	32	1.9%	2	4.0%	4	3.9%	2	9.7%	5	4.6%	3	3.7%	3	5.2%	2	24.6%	12
At least every 6 months	5.9%	32	1.1%	1	2.2%	2	5.0%	3	3.9%	2	12.1%	7	7.8%	6	5.4%	2	17.6%	8
Less often than once every 6 months	6.8%	36	2.0%	2	0.0%	0	1.0%	1	24.3%	12	1.5%	1	10.6%	8	4.3%	2	23.6%	11
Have only visited once	0.2%	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
(Don't know / varies)	0.5%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.1%	1
Mean:		53.12		76.66		85.53		64.07		19.99		50.09		24.48		44.40		11.44
Weighted base:		536		105		98		61		47		59		80		39		47
Sample:		579		91		90		88		45		84		48		79		54

Swadlincote Household Survey for WYG

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We	eighte	d:		

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone 6	·)	Zone 7	,	Zone	8
Q36 How do you usually Those who visit Swadli					n centre	(maiı	n part of	jourr	ney)?									
Car / van (as driver)	69.6%	373	69.2%	72	57.5%	56	73.0%	45	77.3%	37	80.0%	48	66.7%	53	74.7%	29	71.1%	33
Car / van (as passenger)	10.2%	54	12.1%	13	3.6%	4	12.3%	8	10.3%	5	7.3%	4	16.3%	13	6.3%	2	13.0%	ϵ
Bus, minibus or coach	6.8%	37	6.6%	7	1.9%	2	8.5%	5	6.5%	3	9.4%	6	6.1%	5	5.8%	2	14.3%	7
Motorcycle, scooter or	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
moped																		
Walk	10.3%	55	9.2%	10	36.1%	35	5.3%	3	0.0%	0	2.5%	1	1.8%	1	9.8%	4	0.0%	(
Taxi	2.6%	14	1.1%	1	0.4%	0	0.0%	0	5.8%	3	0.9%	1	9.1%	7	3.4%	1	1.6%	
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Mobility scooter / disability	0.3%	1	0.9%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
vehicle																		
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)	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
`		506		105		00		- 1		47						20		45
Weighted base:		536		105		98		61		47		59		80		39		47
Sample:		579		91		90		88		45		84		48		79		54
Q37 What is the MAIN re					town c	entre	instead	of ot	her cent	res?								
Those who visit Swadli	псоте том	п сепп	re at Q34															
Choice and range of shops	16.9%	91	10.5%	11	15.1%	15	12.7%	8	35.1%	17	19.1%	11	24.6%	20	13.8%	5	9.4%	4
Choice of leisure facilities	6.2%	33	0.0%	0	5.3%	5	3.1%	2	2.3%	1	0.0%	0	18.0%	14	1.9%	1	21.2%	10
(restaurants, pubs etc)																		
Choice of services	14.0%	75	13.2%	14	14.3%	14	17.7%	11	7.9%	4	24.9%	15	6.0%	5	23.5%	9	8.8%	4
(hairdressers, banks etc)																		
Close to home	29.5%	158	49.6%	52	35.4%	35	41.6%	25	1.8%	1	29.9%	18	14.3%	11	29.2%	11	10.6%	5
Close to work	2.1%	11	3.6%	4	0.5%	1	2.8%	2	6.5%	3	3.0%	2	0.0%	0	1.0%	0	0.0%	(
Convenient car parking (i.e.	1.6%	9	1.2%	1	0.0%	0	0.9%	1	5.1%	2	0.8%	0	4.9%	4	0.0%	0	0.0%	(
easy to park)																		
Easily accessible by car	1.1%	6	3.6%	4	0.4%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0	1.5%	
Easily accessible by foot /	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	(
cycle																		
Easily accessible by public	0.4%	2	0.0%	0	0.4%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	(
transport																		
Environmental quality of	2.4%	13	1.1%	1	0.6%	1	1.0%	1	9.2%	4	2.8%	2	2.7%	2	2.8%	1	3.0%	
centre (i.e. clean /																		
attractive environment)																		
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Good layout / shops are close	2.1%	11	2.9%	3	1.2%	1	1.8%	1	0.0%	0	1.7%	1	4.4%	4	0.0%	0	3.5%	2
together																		
Good market	3.9%	21	1.1%	1	7.7%	8	2.7%	2	2.1%	1	0.8%	0	4.7%	4	9.5%	4	3.7%	2
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Low prices / good value	1.2%	7	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	1.8%	1
Nice atmosphere / friendly	2.8%	15	0.8%	1	5.3%	5	3.4%	2	0.0%	0	3.6%	2	5.1%	4	1.6%	1	0.0%	(
people																		
Parking is cheap	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%	(
Parking is free	5.0%	27	5.4%	6	5.1%	5	1.7%	1	12.2%	6	5.7%	3	1.7%	1	0.0%	0	10.2%	4
Visit prefered supermarket	1.5%	- 8	0.9%	1	0.7%	1	0.0%	0	1.8%	1	0.0%	0	3.5%	3	1.7%	1	4.1%	2
operator																		
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
Supporting local businesses	0.2%	1	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ò
Pedestrianised areas	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.4%	1
(Nothing in particular)	7.9%	42	6.4%	7	2.1%	2	10.0%	6	12.1%	6	5.8%	3	8.6%	7	6.3%	2	19.7%	ç
(INOUIIII E III Daruculai)								_					/			_		_
				105		60						~~						
Weighted base: Sample:		536 579		105 91		98 90		61 88		47 45		59 84		80 48		39 79		47 54

Swadlincote Household Survey for WYG

Weighted:

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q38AAre there any meas Those who visit Swadl				_	you to	visit \$	Swadling	cote t	own cer	ntre m	ore ofte	n? Fi	rst men	tion				
Increased choice and range	34.6%	186		44	54.8%	54	24.7%	15	8.8%	4	38.4%	23	25.3%	20	22.9%	9	35.9%	17
of shops Discount foodstores within the town centre	0.2%	1	0.0%	0	0.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	4.0%	21	0.8%	1	9.0%	9	8.4%	5	4.1%	2	2.5%	1	0.0%	0	5.3%	2	2.2%	1
Improved leisure facilities	1.0%	5	0.8%	1	3.3%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	5.2%	28	6.0%	6	4.3%	4	6.3%	4	5.0%	2	4.8%	3	3.4%	3	4.5%	2	7.9%	4
More parking	4.4%	24	6.8%	7	2.2%	2	3.9%	2	3.2%	2	5.6%	3	1.3%	1	16.2%	6	0.0%	0
Cheaper parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Improved street cleaning	0.8%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	6.0%	4	0.0%	0	0.8%	0	0.0%	0
Increased public transport	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.1%	2	3.2%	1	1.6%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.5%	13	0.8%	1	6.6%	7	0.8%	0	4.2%	2	1.0%	1	0.0%	0	1.6%	1	4.5%	2
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	1.1%	6	1.8%	2	0.0%	0	2.8%	2	0.0%	0	2.6%	2	0.0%	0	1.0%	0	1.4%	1
More clothes shops	2.0%	11	0.0%	0	3.4%	3	7.1%	4	0.0%	0	3.9%	2	0.0%	0	1.9%	1	0.0%	0
Improve the market	0.9%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.9%	2	0.0%	0	0.0%	0
Better range of services	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	0	1.4%	1
(Nothing / Nothing else)	38.0%	204	36.2%	38	15.2%	15	39.7%	24	53.8%	25	27.7%	16	61.7%	49	39.0%	15	43.4%	20
(Don't know)	4.0%	21	4.1%	4	0.8%	1	2.6%	2	19.7%	9	4.8%	3	1.0%	1	2.4%	1	1.6%	1
` '			,0		0.070		2.070		171770				11070		21170		11070	
Weighted base: Sample:		536 579		105 91		98 90		61 88		47 45		59 84		80 48		39 79		47 54
Q38BAre there any meas				urage	you to	visit \$	Swadling	cote t	own cer	ntre m	ore ofte	n? Se	econd m	entic	on			
Increased choice and range	10.9%	34	11.5%	7	14.0%	12	10.0%	4	17.8%	2	3.8%	2	7.4%	2	21.7%	5	2.9%	1
of shops Discount foodstores within	0.8%	2	1.3%	1	0.0%	0	1.7%	1	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
the town centre Improved non-food shops	5.4%	17	4.6%	3	6.8%	6	1.4%	0	0.0%	0	3.0%	1	4.7%	1	0.0%	0	19.8%	5
within the town centre Improved leisure facilities	1.4%	4	1.8%	1	2.0%	2	1.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Improved quality of shops	11.9%	37	12.1%	8		10	13.4%	5	4.4%	1	11.2%	5	3.6%	1	7.0%	2	26.3%	7
More parking	1.5%	5	1.5%	1	0.0%	0	3.4%	1	0.0%	0	1.3%	1	0.0%	0	5.3%	1	3.0%	1
Cheaper parking	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	2	0.0%	0
Improved street cleaning	1.5%	5	1.8%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Increased public transport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
^ ^		0		0				0		0				0		0		0
Cheaper public transport Better environment	0.0% 1.7%	5	0.0% 1.5%	1	0.0% 2.2%	2	0.0% 4.6%	2	0.0% 0.0%	0	0.0% 1.3%	0	0.0% 0.0%	0	0.0% 1.3%	0	0.0% 0.0%	0
	0.1%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
Better security		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	1.4%	0	0.0%	
Longer opening hours	0.0%				0.0%		0.0%	0					0.0%	0	0.0%			0
Other	0.0%	0 8	0.0% 4.8%	0	0.0%	0	0.0%		0.0% 5.0%	0	0.0% 6.0%	0	0.0% 0.0%	0	0.0% 3.4%	0	0.0% 0.0%	0
Less charity shops More clothes shops	2.5%				0.0%		2.9%	1		0		2		0				0
Improve the market	2.6%	8	1.5%	1 0	2.7%	2	6.5%	2	0.0%		4.1%	2	0.0%		3.9%	1	0.0%	
	0.7%	2	0.0%		0.0%	0	0.0%		0.0%	0	1.3%	1	2.8%	1	3.4%	1	0.0%	0
Better range of services	0.0%	170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else) (Don't know)	57.4% 0.7%	179 2	57.6% 0.0%	36 0	56.1% 0.0%	46 0	54.5% 0.0%	19 0	49.4% 7.8%	6 1	68.0% 0.0%	27 0	77.7% 0.0%	23 0	41.9% 0.0%	10 0	43.0% 4.9%	11 1
	0.770		0.070		0.070		0.070		, .0 /0		0.070		0.070		0.070		1.7/0	
Weighted base:		311		62		82		35		13		40		30		23		26
Sample:		326		52		73		51		14		53		19		40		24

Swadlincote Household Survey for WYG

Weighted:

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q38CAre there any meas				urage	you to	visit \$	Swadling	cote t	own cer	ntre m	ore ofte	n? Tl	nird mer	ntion				
		-		0	2.50/		2.40/		0.00/	0	0.00/	0	0.00/	0	6.70/		0.00/	
Increased choice and range of shops	2.1%	3	0.0%	0	3.5%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	7.5%	10	3.6%	1	17.8%	6	3.0%	0	0.0%	0	14.4%	2	0.0%	0	0.0%	0	0.0%	C
Improved leisure facilities	3.2%	4	0.0%		10.1%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	(
Improved quality of shops	4.6%	6	3.2%	1	9.0%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	(
More parking	1.4%	2	3.6%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	(
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Improved street cleaning	0.6%	1	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	(
Increased public transport	0.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Better environment	1.9%	2	0.0%	0	1.7%	1	3.4%	1	18.2%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	(
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Longer opening hours	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	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%	C
Less charity shops	0.9%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
More clothes shops	5.3%	7	4.2%	1	1.7%	1	8.4%	1	0.0%	0	0.0%	0	14.1%	1	22.0%	3	0.0%	(
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Better range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	69.5%	91	85.4%	23	51.5%	19	61.6%	10	81.8%	4	66.9%	9	85.9%	6	55.0%	7	100.0%	13
(Don't know)	2.3%	3	0.0%	0	4.7%	2	0.0%	0	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		130		27		36		16		5		13		7		13		13
Sample:		143		22		35		24		6		20		6		22		8
Q38X Q38 Any mention: Those who visit Swadl		n cont	ro at O3A	,														
Those who visit Swaai	incoie iow	псени	re ai Q54															
Increased choice and range of shops	41.4%		48.6%		67.9%				13.6%		41.0%	24	28.1%	22		15		18
Discount foodstores within the town centre	0.6%	3	0.8%	1	0.5%	1	1.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Improved non-food shops within the town centre	8.9%	48	4.4%	5	21.3%	21	9.9%	6	4.1%	2	7.7%	5	1.8%	1	5.3%	2	13.1%	6
Improved leisure facilities	2.6%	14	1.9%	2	8.7%	9	3.1%	2	0.0%	0	0.9%	1	1.4%	1	0.0%	0	0.0%	(
Improved quality of shops	13.2%	71	14.0%	15	17.9%	18	15.8%	10	6.1%	3	12.4%	7	4.7%	4	10.7%	4	22.4%	11
More parking	5.7%	30	8.6%	9	2.2%	2	6.7%	4	3.2%	2	6.5%	4	1.3%	1	20.3%	8	1.7%	1
Cheaper parking	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.5%	2	0.0%	0
Improved street cleaning	1.8%	10	1.1%	1	3.3%	3	1.7%	1	0.0%	0	6.0%	4	0.0%	0	2.4%	1	0.0%	C
Increased public transport	1.1%	6	0.0%	0	0.0%	0	1.0%	1	3.2%	2	0.0%	0	2.1%	2	3.2%	1	1.6%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.9%	21	1.7%	2	9.1%	9	4.4%	3	6.2%	3	1.9%	1	0.0%	0	3.2%	1	4.5%	2
Better security	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Longer opening hours	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
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
Less charity shops	2.8%	15	4.7%	5	0.0%	0	5.3%	3	1.3%	1	7.6%	5	0.0%	0	3.0%	1	1.4%	1
More clothes shops	4.8%	26	2.0%	2	6.3%	6	13.0%	8	0.0%	0	6.7%	4	1.2%	1	11.6%	5	0.0%	0
Improve the market	1.3%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	3.9%	3	2.0%	1	0.0%	0
Better range of services	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	0	1.4%	1
(Nothing / Nothing else)	88.2%	473	92.2%	96		80	87.4%	53	76.2%	36	88.1%	52	97.8%	78		32	95.7%	45
(Don't know)	4.9%	26	4.1%	4	2.5%	2	2.6%	2	21.8%	10	6.9%	4	1.0%	1	2.4%	1	4.3%	2
Weighted base:		536				98				47		59		80		39		47
0				105				61										
Sample:		579		91		90		88		45		84		48		79		54

Swadlincote Household Survey for WYG

July 2015 Weighted: Zone 3 Zone 4 Zone 5 Total Zone 1 Zone 2 Zone 6 Zone 7 Zone 8 Q39 Why don't you visit Swadlincote Town Centre? [MR] Those who do not visit Swadlincote town centre at Q34 77 77.7% Lack of choice and range of 29.2% 13 75.8% 14 75.3% 13.8% 9 26.1% 4 22.7% 18 27.9% 4 18.9% 9 shops Lack of prefered 9 0.0% 0 28.1% 5 0.0% 0 2.7% 2 0.0% 0 2.1% 2 0.0% 0 0.0% 0 3.3% supermarket operator Choice of leisure facilities 1.6% 4 0.0% 0 16.9% 3 0.0% 0 1.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 (cinema, gym, pubs etc) Choice of services 1.3% 4 0.0% 0 0.0% 0 0.0% 0 5.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 (hairdressers, banks etc) 2 Environmental quality of 5.0% 13 5.0% 2.4% 0 7.1% 12.1% 8 0.0% 0 1.8% 2.5% 0 3.5% centre 0.0% 8.0% 0.0% 0 0.0% 0 16.8% 0.0% 0 2.0% 0 To far away from home or 12.1% 32 0 11 22.1% 17 4 work Not accessible by public 1.2% 3 0.0% 0 0.0% 0 0.0% 0 4.1% 3 0.0% 0 0.0% 0 0.0% 0 1.1% 1 transport Inconveniently located car 3.2% 8 0.0% 0 2.4% 0 6.2% 0 4.5% 3 3.3% 1 2.4% 2 2.3% 0 3.8% 2 parking Expensive car parking 1.5% 0.0% 0 2.4% 0 0.0% 0 4.2% 3 0.0% 0 0.0% 0 0.0% 0 1.9% 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 Nothing, no reason to visit 49.3% 130 17.3% 3 21.8% 4 6.2% 0 52.0% 34 68.5% 11 50.3% 39 67.7% 11 60.7% 28 12.4% Health problems 2.5% 5.0% 1 0.0% 0 1 2.8% 2 0.0% 0 2.5% 2 2.5% 0 1.6% 0 0 0 2.1% 5 0.0% 0.0% 0 3 0.0% 0.0% 0.0% 0 Difficult to park 0.0% 0 4.8% 14.6% 2 (Don't know) 0.6% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.4% 1 0.0% 0 0.0% 0 1.7% 1 Weighted base: 264 17 19 8 65 16 77 16 47 Sample: 221 9 10 12 55 16 52 2.1 46 Q40 Do people in your household, including yourself, make use of home Internet shopping, mobile Internet shopping or TV shopping? [MR/PR] Yes, Internet (home) 67.4% 79.0% 93 42 58 59.7% 71.0% 72.1% 68.0% 544 82 61.2% 62.3% 70 76.7% 94 39 68 Yes, Portable Internet 29.7% 237 5.8% 56.4% 28.2% 19 30.6% 18.2% 14 30.5% 48 41.5% 23 28.2% 66 34 26 shopping (through mobile phone / tablet) Yes, TV shopping 2.6% 2.1 2.4% 3 1.3% 1 0.9% 1 5.6% 6 4.8% 4 1.7% 3 2.7% 1 1.7% 2 27.6% 221 31.1% 38 10.6% 12 35.3% 24 30.6% 34 22.1% 17 34.7% 54 27.7% 15 27.9% 26 117 75 800 121 69 112 157 55 94 Weighted base: Sample: 800 100 100 100 100 100 100 100 100 Q41 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR] Those who shop via Internet / TV at Q40 Food 13.9% 10 8.1% 22.3% 10 22.5% 7.3% 18.8% 19 13.4% 8.9% Clothes 53.1% 307 43.7% 36 64.5% 68 55.5% 25 49.6% 39 45.6% 27 50.8% 52 49.1% 19 61.8% 42 Banking / finance 7.0% 41 6.7% 6 4 5% 5 11 7% 5 5 1% 4 17.0% 10 3.8% 4 7.4% 3 6.6% 4 Books 50.0% 289 61.0% 51 47.1% 49 40.2% 18 57.7% 45 38.2% 22 47.5% 49 45.4% 18 55.0% 37 CDs, DVDs, music 46.2% 268 53.6% 45 44.9% 47 34.8% 15 53.4% 41 27.5% 16 63.2% 65 34.9% 14 35.7% 24 DIY goods 3.7% 22 2.6% 2 3.3% 3 2.6% 5.1% 6.9% 4 3.6% 4 0.8% 0 4.1% 3 4 1 Furniture / carpets 6.3% 37 4.4% 4 7.8% 8 9.5% 4 4.9% 4 12.5% 7 3.8% 4 6.2% 2 4.7% 3 Garden items 4.2% 24 2.3% 2 6.4% 6.2% 3 4.3% 3 4.7% 3 3.7% 4 2.3% 3.0% 2 7 7 Holiday and / or travel 10.2% 59 8.8% 5.8% 6 18.3% 8 8.4% 6 12.1% 14.8% 15 16.3% 6 3.3% 2 tickets Jewellery 4.3% 25 4.8% 4 4.9% 5 4.7% 2 10.7% 8 0.9% 2.7% 3 3.0% 1.2% Major electrical items 22.0% 128 24.9% 21 8 7 26 15 25.5% 9 22.5% 15 8.1% 15.8% 33.6% 26.0% 26 21.9% 31.7% 183 37.0% 17.7% 19 21.0% 37.9% 29 38.3% 23 33.2% 34 26.1% 10 41.9% 28 Small electrical items 31 Small household goods 20.2% 117 18.7% 16 8.6% 9 12.1% 5 17.2% 13 19.4% 11 31.9% 33 13.0% 5 35.6% 24 1.4% Sports goods 5.5% 32 2.8% 2 11.1% 12 1 4.8% 4 11.0% 1.4% 3.7% 6.1% 4 6 16.1% 93 7.2% 6 28.1% 29 14.5% 13.7% 11 22.6% 13 7.5% 19.6% 17.6% 12 Tovs 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% Other 0.0% 0.0% 0 0 0 Cosmetics / toiletries / 4.0% 23 5.7% 5 5.0% 5 1.2% 1 3.4% 3 2.8% 2 6.3% 6 2.7% 1 1.3% 1 personal care products 1.3% 8 0.0% 0 1.1% 4.4% 2 0.0% 0 0.0% 0 3.8% 4 0.0% 0 1.2% Pet supplies 1 1 0 0.7% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.9% 2.2% 2 1.0% 0 1.3% Car parts 4 1 1

(Don't know / varies)

Weighted base:

Sample:

3.8%

22

579

512

2.3%

2

84

62

3.2%

3

105

78

9.8%

4

44

60

4.7%

4

78

61

4.6%

3

59

69

1.1%

1

102

58

6.3%

3

40

58

3.1%

2

68

66

Swadlincote Household Survey for WYG

Weighted:

Weighted.						_	01 11		•								July	2015
	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q42 For your househole Those who shop via In				ronic	(home /	mob	ile / TV) s	shop	ping ord	der, h	ow do y	ou no	rmally r	eceiv	e your g	joods	?	
Collection at store	3.9%	23	8.8%	7	1.9%	2	0.0%	0	5.2%	4	7.0%	4	0.0%	0	0.8%	0	7.2%	5
Home delivery	89.7%	519	83.6%	70	91.2%	96		41	88.0%	68	89.3%	53	94.0%	96	91.7%	36	87.4%	59
Delivery to place of work	1.7%	10	1.3%	1	1.1%	1	7.4%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Collection at click and collect hub (non-store location)	2.9%	17	3.6%	3	5.8%	6	0.0%	0	3.4%	3	2.7%	2	3.0%	3	0.0%	0	0.9%	1
Collection at other location	0.0%	0	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%	11	2.8%	2	0.0%	0	0.0%	0	2.1%	2	1.0%	1	3.0%	3	7.5%	3	0.0%	0
Weighted base:		579		84		105		44		78		59		102		40		68
Sample:		512		62		78		60		61		69		58		58		66
Q43 Which of these leis	ure activ	ities (do you p	oartic	ipate in?	[MR	/PR]											
Health & fitness	18.7%	150	9.1%	11	20.4%	24	14.8%	10	20.0%	22	11.5%	9	20.9%	33	32.6%	18	24.2%	23
Leisure centre activities	26.1%	209	11.1%	13	36.7%	43	20.5%	14	14.6%	16	14.1%	11	37.4%	59	27.7%	15	40.3%	38
Cinema	53.6%	429	41.2%	50	67.3%	79	43.0%	30	57.3%	64	53.8%	41	51.0%	80	54.4%	30	59.6%	56
Restaurant	72.6%	581	63.1%	77	78.7%	92	67.2%	46	71.5%	80	56.2%	42	78.4%	123	83.9%	46	79.4%	74
Pub / bars	53.5%	428	28.4%	34	59.4%	70		31	55.5%	62	55.0%	42	55.5%	87	66.8%	37	70.2%	66
Nightclub	6.9%	55	0.8%	1	8.8%	10	2.7%	2	0.6%	1	0.0%	0	15.5%	24	5.1%	3	15.4%	14
Social club	5.8%	46	4.1%	5	10.3%	12	3.2%	2	3.2%	4	2.2%	2	3.3%	5	14.1%	8	9.3%	9
Ten pin bowling	12.1%	96	10.5%	13	19.0%	22	17.3%	12	10.3%	12	9.8%	7	6.8%	11	12.9%	7	13.7%	13
Bingo	7.7%	61	10.4%	13	4.2%	5	11.0%	8	2.5%	3	7.8%	6	11.8%	18	6.9%	4	5.5%	5
Theatre / concert hall	39.6%	316	19.7%	24	47.2%	55	27.0%	19	42.5%	48	37.8%	29	43.1%	68	55.3%	30	47.8%	45
Museum / art galleries	28.3%	226	8.8%	11	31.2%	37	22.8%	16	32.6%	36	27.6%	21	33.1%	52	32.2%	18	38.8%	36
(None of these)	11.6%	93	23.6%	29	4.3%	5	15.1%	10	9.9%	11	18.4%	14	7.7%	12	10.7%	6	6.2%	6
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100

Swadlincote Household Survey for WYG

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone	8
Q44 Which centre / facili Those who visit health /										vity	?							
Zone 2 Evolution Freestyle,	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	
Hartshorne, Burton-on-Trent																		
Greenbank Leisure Centre, Civic Way, Swadlincote	30.2%		74.9%		62.7%		53.8%		10.9%		50.0%	8	4.0%		46.3%	9	0.0%	
resley Old Hall, Gresley Wood Road, Church Gresley	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
akland Village, Hall Farm Road, Swadlincote	0.6%	1	0.0%	0		0		0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	
ingle School, Coronation Street, Swadlincote	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
73 Fitness & Beauty Ltd, 6 The Delph Centre, Market Street, Swadlincote	1.4%	3	11.0%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zeus Gym, 26A High Street, Swadlincote	0.5%	1	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
one 3 Lepton School, The Lodge, Repton	1.1%	3	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	
one 4 inton	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%	
Melbourne Leisure Centre,	0.4%	1 1	0.0%	0		0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
High Street, Derby Villington Surgery, Kingfisher Lane,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Willington one 5																		
inton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	
etherseale Lawn Tennis Club, Main Street, Netherseal	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	
osliston Forestry Centre, Burton Road, Swadlincote one 6	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	
urton Tennis & Squash Club, Ashby Road, Burton-on-Trent	0.2%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
akthorpe Sports & Leisure Centre, Measham Road, Swadlincote	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.5%	0	0.0%	
shby Castle Lawn Tennis Club, South Street,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	
Ashby-de-la-Zouch ood Park Leisure Centre,	16.9%	43	0.0%	0	0.0%	0	11.8%	2	7.2%	2	3.7%	1	0.0%	0	14.5%	3	79.6%	
North Street, Ashby-De-La-Zouch utside Study Area - Charnwood																		
ther, Charnwood	1.5%	4	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	
ym 4 All, Unit 5, Southgate Business Innovation Cent,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Derby oorways Sports Complex,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Moor Lane, Derby ther, Derby	3.3%	8	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	7	0.0%	0	0.0%	
ueen's Leisure Centre, Cathedral Road, Derby utside Study Area - East	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%	
Staffordshire nampneys Springs, Gallows Lane, Packington	2.3%	6	0.0%	0	0.0%	0	8.7%	1	0.0%	0	3.7%	1	0.0%	0	1.5%	0	8.0%	
tness First Burton, Wetmore Road,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	
Burton-On-Trent andau Forte Academy, Woodland Road, Amington	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2	0.0%	

by Zone (Filtered, Weighted)

Swadlincote Household Survey for WYG

Page 228 July 2015

Weighted: **Total** Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Zone 7 Meadowside Leisure Centre. 13.0% 33 0.0% 0 0.0% 0 0.0% 0 10.7% 3 0.0% 0 50.9% 30 0.0% 0 0.0% 0 High Street, Burton-On-Trent Other, East Staffordshire 6.9% 17 0.0% 0 2.4% 0.0% 0 19.3% 7.0% 15.7% 0.0% 0 0.0% 0 6 Palace Community Centre, 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.8% 0 0.0% 0 0.0% 0 0.0% 0 High Street, Ibstock Shobnall Leisure Complex, 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 0.0% 0 0.0% 0 Shobnall Fields, Shobnall Road, Burton-On-Trent Wilson 0.4% 0.0% 0 0.0% 0 0.0% 0 3.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Outside Study Area -Lichfield Other, Lichfield 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 0.0% 0 0.0% 0 **Outside Study Area - North** West Leicestershire Evisa Fitness, Astron 0.9% 2 5.2% 1 0.9% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.9% 1 0.0% 0 Business Park, Hearthcote Road, Swadlincote Hermitage Leisure Centre, 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 1 Silver Street, Coalville Measham Leisure Centre. 2.4% 6 0.0% 0 5.8% 3 3.9% 1 0.0% 0 0.0% 0 0.0% 0 14.0% 3 0.0% 0 High Street, Swadlincote Other, North West 2.4% 6 0.0% 0 1.4% 0.0% 0 0.0% 0 7.9% 6.9% 4 0.0% 0 0.0% 0 Leicestershire SnowDome, Leisure Island, 0.3% 3.9% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 1 0 0 0 0 River Drive **Outside Study Area - Other** Other, East Midlands 0.4% 1 0.0% 0 0.0% 0 6.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Other, East of England 0.4% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 1 0 3.1% 1 0 0 Other, West Midlands 2.7% 7 5.0% 1 0.0% 0 3.5% 1 0.0% 0 0.0% 0 0.0% 0 1.9% 0 10.7%5 **Outside Study Area - South** Derbyshire Etwall Leisure Centre, John 2.0% 5 0.0% 0 1.4% 0.0% 0 14.1% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Port School, Main Street, Derby Outside Study Area -Tamworth 1.8% 0.0% 0 8.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Other, Tamworth 5 0 0 3.2% 0 0 4 1 Total Fitness Centre, Mill 1.3% 3 0.0% 0 6.8% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Lane, Tamworth 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% Other 254 47 15 31 19 45 Weighted base: 21 16 58

39

15

20

23

21

198

31

28

21

Sample:

Swadlincote Household Survey for WYG

Page 229 July 2015

	Tota	ıl	Zone	1	Zone 2	2	Zone 3	3	Zone 4	4	Zone	5	Zone 6		Zone '	7	Zone	8
Q45 Which centre / facil Those who go to the cir						a?												
Zone 2																		
Oakland Village Hall, Hall Farm Road, Swadlincote	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
Odeon, Swadlincote Outside Study Area - Charnwood	49.0%	207	69.2%	34	68.6%	54	87.7%	25	15.8%	10	64.5%	26	2.2%	2	76.8%	22	60.8%	33
Odeon, 7 Cattle Market, Loughborough Outside Study Area - Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Meteor Centre, Mansfield Road, Derby	1.1%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	1.4%	1	0.0%	0	2.4%	1
QUAD, Market Place,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cathedral Quarter, Derby Showcase, Foresters Park Osmaston Park Road, Derby	11.1%	47	0.0%	0	10.1%	8	0.0%	0	40.2%	25	1.4%	1	14.8%	12	0.0%	0	2.7%	1
Outside Study Area - East Staffordshire																		
Cineworld, Middle Way Park, Guild Park, Burton	32.0%	135	22.3%	11	15.6%	12	10.7%	3	32.7%	20	21.5%	9	77.8%	61	18.4%	5	24.0%	13
On Trent The Red Carpet Cinema, Barton Marina, Barton-under-Needwood	2.9%	12	0.0%	0	0.9%	1	1.6%	0	2.6%	2	10.0%	4	3.8%	3	0.0%	0	4.5%	2
Outside Study Area - Other																		
Century Theatre, Ashby Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Empire Cinema, Tower Park Leisure Complex, Poole	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
Lytham St Annes	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.2%	1	0.0%	0		0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regal Cinema, Soho Road, Handsworth	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Highcross Lane, Leicester	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Redfield Way, Lenton, Nottingham	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Star City, Watson	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
Road, Birmingham Outside Study Area - Tamworth																		
Odeon, 50 Bolebridge Street, Tamworth Other	1.7%	7	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	4.4%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		422 357		49 37		79 62		29 36		62 52		41 47		79 35		29 39		55 49

Page 230 July 2015

Swadlincote Household Survey for WYG

Weighted:

Weighten.						-	01 11	- 0									July	2013
	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone 4		Zone 5	;	Zone 6	,	Zone	7	Zone	8
Q46 Which centre / facili						uran	t?											
Zone 1																		
Midway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	(
Newhall Zone 2	0.6%	3	1.2%	1	0.4%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	C
Church Gresley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.7%	1	0.0%	0	0.0%	(
Hepworth Retail Park, Swadlincote	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0		0	0.0%	(
Swadlincote	18.4%	104	35.6%	25	39.9%	37	37.3%	17	2.4%	2	12.8%	5	5.2%	6	21.3%	10	3.5%	3
The Pipeworks, Swadlincote	1.4%	8	1.6%	1	6.1%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	(
Zone 3	0.50/	2	1.50/		0.70/	1	2.10/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	,
Hartshorne	0.5% 0.2%	3	1.5% 0.0%	1 0	0.7% 0.0%	1	2.1% 0.0%	1 0	0.0% 1.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	(
Kings Newton Woodville	1.9%	11	4.1%	3	0.0%	1	6.8%	3	0.0%	0	2.4%	1	1.6%	2	1.4%	1	1.0%	1
Zone 4	1.570	• • •	1.170	3	0.770	•	0.070	,	0.070	Ü	2.170	•	1.070	_	1.170	•	1.070	-
Bretby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	(
Findern	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.7%	1
Melbourne	2.5%	14	1.6%	1	0.0%	0	5.1%	2	11.8%	9	0.0%	0	0.0%	0	1.7%	1	1.2%	1
Repton	3.1%	18	3.8%	3	0.0%	0	2.4%	1	11.3%	9	6.1%	3	0.0%	0	5.5%	3	0.0%	(
Simsby	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	(
Ticknall	1.4%	8	1.6%	1	0.0%	0	7.1%	3	4.1%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Willington Zone 5	2.2%	12	6.9%	5	0.7%	1	0.0%	0	6.3%	5	0.0%	0	1.2%	1	0.9%	0	0.0%	(
Lullington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherseal	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	Ö
Overseal	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Roliston	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
Short Heath	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
Zone 6																		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winshill Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	C
Acresford	0.8%	5	3.2%	2	0.7%	1	1.1%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0
Boundary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Donisthorpe	0.1%	5	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	4.6%	2	1.5%	1
Moira	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	Ö
Zone 8																		
Ashby de la Zouch Outside Study Area - Birmingham	12.6%	71	4.0%	3	4.3%	4	13.8%	6	0.0%	0	12.8%	5	2.1%	2	21.2%	10	55.0%	41
Birmingham Outside Study Area - Blaby	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	5.8%	3	2.9%	2
Fosse Park Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Avenue, Leicester																		
Outside Study Area -																		
Charnwood Loughborough	1.4%	8	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other, Charnwood Outside Study Area - Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.9%	1 1
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Alvaston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	Č
Chelleston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	7.4%	42	8.9%	6	1.0%	1	1.2%	1	22.7%	18	1.3%	1	13.6%	16	0.0%	0	0.0%	C
Littleover	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sinfin Shopping Centre,	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
Derby Outside Study Area - East Staffordshire																		
2 Union Street - Former	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Comet, Burton Upon Trent																		
Barton-under-Needwood	0.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.0%	1	0.0%	0	0.0%	(
Burton upon Trent	20.2%	114	16.0%	11	19.2%	18	5.7%	3	17.6%	14	16.8%	7	49.3%	59	3.1%	1	2.3%	2
Other, East Staffordshire	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0
Stretton	0.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	2	0.0%		0.0%	(
Uttoxiter Outside Study Area - Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.8%	1	0.0%	0	0.0%	C
Leicester Outside Study Area - Lichfield	2.7%	16	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.7%	1	0.7%	0	17.2%	13
Alrewas	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
Burntwood	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

by Zone (Filtered, Weighted)

Weighted:

Swadlincote Household Survey for WYG

Page 231 July 2015

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	Total		Zone	1	Zone 2	2	Zone 3	3	Zone 4	1	Zone :	5	Zone	6	Zone	7	Zone	8
Lichfield	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.7%	1	0.0%	0	0.0%	0
Other, Lichfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth	2.1%	12	0.0%	0	6.4%	6	0.0%	0	0.0%	0	5.3%	2	1.9%	2	0.0%	0	1.7%	1
Outside Study Area - North West Leicestershire																		
Appleby Magna	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Castle Donington	0.5%	3	0.0%	0	1.8%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Lount	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.7%	1
Measham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Other, North West Leicestershire	0.4%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.8%	1
Outside Study Area - Nottingham																		
Nottingham Outside Study Area - Other	0.5%	3	1.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1
Belper	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Other, Abroad	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	2.1%	12	0.0%	0	4.3%	4	3.0%	1	0.7%	1	4.0%	2	1.9%	2	0.7%	0	2.3%	2
Other, Scotland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East and London	0.5%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.7%	1	0.0%	0
Other, South West	1.3%	7	1.2%	1	1.8%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.9%	0	2.3%	2
Other, Wales	0.3%	2	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.9%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	5.8%	3	0.9%	1
Other, Yorkshire and Humber	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent	0.5%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End / Central London	0.8%	5	1.6%	1	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	1.0%	1
York Outside Study Area - South Derbyshire	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
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South Derbyshire Outside Study Area - Tamworth	0.6%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	0	0.0%	0
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0	0.0%	0
Outside Study Area - Walsall																		
Walsall 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
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
Weighted base: Sample:		566 553		70 57		92 84		45 62		77 68		42 60		119 74		46 75		74 73
1																		

Swadlincote Household Survey for WYG

Weighted:

Newhall	Zone 8	Zon		7	Zone 7		Zone 6		Zone 5		4	Zono 4		<i>-</i>				-			
Section Property Part	20110				Lone .		Zone o		Lone c		•	Zone 4		Zone 3		Zone 2		Zone 1		Total	
Midway											?										
Newhall Corone 2 Church Gresley																2					•
Name	0.0%	0.0%		0	0.0%	0	0.0%)	0.0% 0)	0	0.0%	0	0.0%	0	0.0%	2	5.4%	2	0.5%	Midway
Church Gresley Swaldincote 1.9% 8 0.0% 0 8.8% 6 4 2.0% 2.8 2.9 2.0 0.0% 0	0.0%	0.0%		0	1.0%	0	0.0%)	0.0% 0)	0	0.0%	1	1.9%	1	1.7%	5	14.0%	7	1.7%	Newhall
Swadincote 16.1% 68 38.3% 14 42.0% 28 22.3% 7 1.1% 1 20.6% 8 42.9% 4 14.2% 5 The Pipeworks, Swadincote 1.5% 6 3.1% 1 5.4% 4 1.7% 1 1.6% 1 1.0% 0 0.0%																					Zone 2
The Pipeworks, Swadlincote 1.5% 6 3.1% 1 5.4% 4 1.7% 1 1.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.00 Hairshome 0.7% 3 0.0% 0 0.0% 0 0.6% 0 0.5% 2 2.0.0% 0 0.0%	0.0%										0										3
State Stat	1.5%																				
Hartshome 0.7% 3 0.0% 0 0.6% 0 6.5% 2 0.0% 0	0.0%	0.0%		0	0.0%	0	0.0%)	0.0% 0		1	1.6%	1	1.7%	4	5.4%	1	3.1%	6	1.5%	
Woodville 3.2% 4 2.7% 1 3.5% 2 20.6% 7 0.0% 0 2.4% 1 1.0% 1 0.0% 0 0.0%																					
Semeth	0.0%																				
Brethy 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	2.8%	2.8%		0	0.0%	1	1.0%	l	2.4% 1)	0	0.0%	7	20.6%	2	3.5%	1	2.7%	14	3.2%	
Ingleby 0.1% 1 0.0% 0 0.0% 0 0.17% 1 0.0% 0	0.00/	0.00			0.00/	_	0.00/	2	0.00/			0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	
Melbourne	0.0%																				•
Newton Solney 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 1 0.0% 0 1.5% 1 0.0% 0 0 0 0 0 0 0 0 0	0.0%												_								•
Repton	1.3%																				
Simsby 0.9% 4 0.0% 0 0.0% 0 0.0% 0 4.6% 3 0.0% 0 0.0% 0 1.1% 0 Tricknall 1.0% 4 2.7% 1 0.0% 0 1.5% 0 3.5% 2 1.4% 1 0.0% 0	0.0%																				_
Ticknall	0.0%																				-
Willington 4.4% 19 6.5% 2 0.0% 0 1.5% 0 24.7% 15 1.7% 1 0.0% 0 1.1% 0 22cne 5 Lullington 0.0% 0 0.0	0.0%																				5
Company Comp	0.0%																				
Lullington	0.0%	0.0%		U	1.170	U	0.0%	ı	1.770 1	,	13	24.770	U	1.570	U	0.070	2	0.570	19	4.470	
Overseal 0.3% 1 0.09% 0 0.09% 0 1.9% 1 0.09% 0 1.1% 0 0.09% 0	0.0%	0.0%		0	0.0%	Λ	0.0%	1	0.0%	١	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Roliston	0.0%																				C
Rosliston 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.7% 1 0.0% 0	0.0%																				
Walton upon Trent	0.0%																				
Stapenhill	0.0%																				
Stapenhill	0.070	0.070		Ü	0.070	O	0.070	,	7.070	,	Ü	0.070	Ü	0.070	U	0.070	O	0.070	5	0.770	
Ninshill 1.3% 5 0.0% 0	0.0%	0.0%		0	0.0%	3	4.2%)	0.0% 0)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.8%	
Acresford	0.0%																				
Blackfordby 0.5% 2 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.2% 1 Donisthorpe 1.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0.0% 0 8.9% 3 Moira 1.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.5% 4 Oakthorpe 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.5% 4 Donisthorpe 0.3% 1 0.0% 0 0.0%	0.070	0.070		Ü	0.070	-	01.70		0.070			0.070		0.070		0.070		0.070		11070	
Blackfordby 0.5% 2 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.2% 1 Donisthorpe 1.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0.0% 0 8.9% 3 Moira 1.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.5% 4 Oakthorpe 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.5% 4 Donisthorpe 0.3% 1 0.0% 0 0.0%	0.0%	0.0%		0	0.0%	0	0.0%)	0.0% 0)	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.1%	
Donisthorpe	0.0%																				
Moira	0.9%																				•
Oakthorpe Zone 8 Ashby de la Zouch 20.3% 85 2.7% 1 8.0% 5 16.3% 5 14.5% 9 11.7% 5 0.0% 0 20.0% 7 8 Outside Study Area - Birmingham Birmingham 0.6% 2 0.0% 0 0.0%	0.0%																				
Zone 8 Ashby de la Zouch 20.3% 85 2.7% 1 8.0% 5 16.3% 5 14.5% 9 11.7% 5 0.0% 0 20.0% 7 8 Outside Study Area- Birmingham Birmingham Birmingham Birmingham Cosse Park Shopping Centre, 0.0% 0 0.	0.0%																				
Outside Study Area - Birmingham Birmingham 0.6% 2 0.0% 0	0.070	0.070		•		•	0.070		0.070			0.070		0.070		0.070		0.070	•	0.570	
Birmingham 0.6% 2 0.0% 0 0.0%	80.4%	80.4%	8	7	20.0%	0	0.0%	5	11.7% 5) 1	9	14.5%	5	16.3%	5	8.0%	1	2.7%	85	20.3%	Outside Study Area -
Fosse Park Shopping Centre, 0.0% 0 0.	0.0%	0.0%		2	6.6%	0	0.0%)	0.0% 0)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.6%	Birmingham
Outside Study Area - Charnwood Loughborough 0.3% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 Other, Charnwood 0.2% 1 0.0% 0 0.0%	0.0%	0.0%		0	0.0%	0	0.0%	0	0.0% 0)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Fosse Park Shopping Centre,
Loughborough 0.3% 1 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 0.0% 0 Other, Charnwood 0.2% 1 0.0% 0 0.0%																					Outside Study Area -
Other, Charnwood 0.2% 1 0.0% 0	1 10/	1.10/		0	0.00/	0	0.00/	1	0.00/		1	1.20/	0	0.00/	0	0.00/	0	0.00/	1	0.20/	
Outside Study Area - Derby Allenton 0.0% 0	1.1%																				0 0
Allenton 0.0% 0	1.5%	1.5%		U	0.0%	U	0.0% (J	0.0% 0	,	U	0.0%	U	0.0%	U	0.0%	U	0.0%	1	0.2%	
Derby 2.6% 11 3.0% 1 7.8% 5 5.9% 2 4.1% 2 0.0% 0 0.0% 0 1.0% 0 Littleover 0.4% 2 0.0% 0 0.9% 1 0.0% 0 1.6% 1 0.0% 0 0.0%	0.0%	0.0%		0	0.0%	Λ	0.0%	1	0.0%	1	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Littleover 0.4% 2 0.0% 0 0.9% 1 0.0% 0 1.6% 1 0.0% 0 0.0%	0.0%																				
Mackworth 0.4% 2 0.0% 0 0.0% 0 0.0% 0 2.6% 2 0.0% 0	0.0%																				3
Outside Study Area - East Staffordshire	0.0%																				
Staffordshire	0.070	0.070		U	0.070	U	0.070	,	0.070	•		2.070	U	0.070	U	0.070	U	0.070	2	0.470	
ATT - G T																					
2 Union Street - Former 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0.0%		0	0.0%	0	0.0%)	0.0% 0)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2 Union Street - Former
Comet, Burton Upon Trent																					Comet, Burton Upon Trent
	1.7%	1.7%		0	1.1%	2	74.5% 62	7	17.7% 7	1	4	7.4%	0	0.0%	6	8.6%	6	15.8%	87	20.7%	
Other, East Staffordshire 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%	0.0%		0	0.0%	0	0.0%	1	1.4% 1)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	Other, East Staffordshire
Outside Study Area -	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%	1	0.2%	Outside Study Area -
Leicester 0.0%	0.0%	0.0%		Λ	0.0%	0	0.0%)	0.0%)	0	0.0%	Ω	0.0%	0	0.0%	0	0.0%	0	0.0%	
Outside Study Area - Lichfield	0.070	0.0%		U	0.070	U	0.070	J	0.070	,	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	Outside Study Area -
	0.0%	0.0%		0	0.0%	0	0.0%)	0.0% 0)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	0.0%																				
	0.0%																				
	0.0%																				
Tamworth 0.7% 3 0.0% 0 0.8% 1 0.0% 0 0.0% 0 5.7% 2 0.0% 0 0.0% 0 Outside Study Area - North	0.0%																				Tamworth Outside Study Area - North
West Leicestershire Application Magnetic Magnet	0.00/	0.000		^	1.00/	0	0.00/	1	0.00/	`	0	0.00/	0	1 50/	0	0.00/	0	0.007	1	0.20/	
	0.0% 0.0%																				

Page 233 July 2015

Swadlincote Household Survey for WYG

						c	***	T 70	1		•						_	
Weighted:						İ	or W	YG	r								July	2015
	Total	l	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lount	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.9%	1
1 easham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0
Other, North West	0.6%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	1
Leicestershire																		
Nottingham ottingham utside Study Area - 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
Belper	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
ther, Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
ther, East Midlands	1.0%	4	2.7%	1	0.0%	0	1.5%	0	0.0%	0	1.1%	0	1.7%	1	2.5%	1	0.0%	0
ther, South West	1.1%	5	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.1%	0	1.9%	1
Other, Wales	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
other, West Midlands	0.6%	3	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, Yorkshire and	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
Humber ork	0.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
utside Study Area - South Derbyshire	0.070	-	0.070	Ü	2.070	•	0.070	Ü	0.070	Ü	11070	•	0.070	Ü	0.070		0.070	
Hilton Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Ankerside Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.0%	U	0.0%	U	0.0%	U	0.070	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.070	U
Putside Study Area - Walsall																		
Valsall 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
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Veighted base:		421		35		68		32		60		40		84		35		66
Sample:		390		32		59		44		49		47		44		53		62
Q48 Which centre / facili Those who go ten pin b							g?											
Zone 2																		
Church Gresley Indoor Bowling Centre, Gresley	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	6.6%	1
Wood Road, Swadlincote																		
Outside Study Area - Derby Cenpin, Foresters Leisure	46.5%	41	74.6%	7	49.3%	10	17.9%	2	92.6%	11	7.8%	1	91.4%	9	4.7%	0	12.2%	1
Park. Osmaston Park	40.5%	41	74.0%	/	49.370	10	17.970	2	92.0%	11	7.070	1	91.470	9	4.770	U	12.270	1
Road, Sinfin Lane, Derby Outside Study Area -																		
Erewash MFA / 1st Bowl, Derby	1.8%	2	0.0%	0	3.3%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Ilkeston	1.070	-	0.070	Ů	3.370	•	0.070	Ů	7.170	•	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ů
outside Study Area - Other																		
Birmingham	1.1%	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
Bowlplex, Tower Park	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0
Leisure Complex, Poole																		
surton-on-Trent	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0
Iollywood Bowl, Meridian	5.2%	5	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.3%	3	0.0%	0
Leisure Park, Lubbesthorpe Way,																		
Braunstone																		
trykers Bowl, Castle Grounds, River Drive,	39.1%	34	25.4%	2	31.8%	7	69.4%	7	0.0%	0	61.3%	5	8.6%	1	45.0%	3	81.2%	10
Tamworth enpin, Clifton Boulevard,	1.3%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfield Way, Nottingham enpin, Star City, Watson	1.5%	1	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Birmingham	0.00/		0.00/		0.00/		0.00/		0.00/		0.00/		0.00/		0.00/		0.00/	

0

12

8

0

11

9

0.0%

0

12

12

0.0%

0

7

12

0.0%

0

10

3

0.0%

0.0%

7

10

Other

Sample:

Weighted base:

0.0%

0

88

74

0.0%

0.0%

9 5 0.0%

21

15

Swadlincote Household Survey for WYG

Page 234 July 2015

	Total	1	Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5		Zone 6	í	Zone 7	7	Zone 8	3
Q49 Which centre / facili Those who play bingo a																		
Zone 1 Midway Inn, Burton Road,	1.6%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midway Newhall	1.6%	1	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Belmont Services Club, Belmont Street, Swadlincote	1.0%	1	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rising Sun, Church Street, Church Gresley	0.7%	0	0.0%	0	8.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote Zone 3	0.9%	1	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Tollgate, Woodville Zone 6	1.0%	1	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Stapenhill Social Club, Heath Road, Burton-on-Trent	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2	0.0%	0	0.0%	0
Stapenhill Zone 7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Moira Sports & Social Club, Bath Lane, Moira Zone 8	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	0	0.0%	0
Ashby-de-la-Zouch Outside Study Area - Derby	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1
Gala, Foresters Park Centre, Sinfin Lane, Derby Outside Study Area - East Staffordshire	1.1%	1	0.0%	0	0.0%	0	0.0%	0	33.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Middleway Park, Guild Street,	77.4%	46	84.9%	11	81.4%	4	42.5%	3	66.2%	1 1	100.0%	6	80.7%	15	67.7%	2	78.2%	4
Burton-upon-Trent Outside Study Area - Other																		
Beacon Bingo, Baxter Gate, Loughborough	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1
BJ's Bingo, Mackadown Lane, Birmingham	2.3%	1	0.0%	0	0.0%	0	17.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-on-Trent	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Flutters Bingo, Jackson Street, Coalville	2.3%	1	0.0%	0	0.0%	0	17.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawthorne Community Centre, Village Green,	0.8%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawthorn Oakthorpe Community Leisure Centre, Measham Road, Oakthorpe	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	0	0.0%	0
Outside Study Area - Tamworth																		
Gala, Spinning School Lane, Tamworth	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	0	0.0%	0
Other 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
Weighted base:	0.070	59	0.070	13	0.070	5	0.070	8	0.070	2	0.070	6	0.070	18	0.070	3	0.070	5
Sample:		55		10		5		8		2		9		11		7		3

Swadlincote Household Survey for WYG

Weighted:

July 2015 Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q50 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)? Those who visit cultural destinations at Q43 AND Excl Internet & Nulls Zone 1 0.0% 0.0% Midway 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Zone 2 0 0 0 0 0 0.0% 0 0 Church Gresley 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% Swadlincote 1.8% 0.0% 0 3.5% 2 2.2% 0 2.4% 0.0% 0 0.0% 0 8.4% 3 0.0% 0 The Pipeworks, Swadlincote 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 0.0% 0 0.0% 0 Zone 3 Hartshorne 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% n Zone 4 0 0 0 0 0 0.0% 0 Bretby 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% Ticknall 0.6% 2 0.0% 0 0.0% 0 2.5% 1 0.0% 0 0.0% 0 1.7% 1 0.0% 0 0.0% 0 Zone 5 Lullington 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Zone 6 Stapenhill 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Zone 7 Acresford 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Moira 0.4% 1 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 1 Zone 8 1.8% Ashby de la Zouch 6 0.0% 0 0.0% 0 6.0% 4.1% 0.0% 0 0.0% 1.3% 0 5.4% 3 Outside Study Area Birmingham 7 Birmingham 18.3% 38.2% 24.7% 15 14.2% 3 4.7% 2 29.3% 14.1% 11 20.4% 6 12.3% Outside Study Area - Blaby 0 0.0% 0 Fosse Park Shopping Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0.0% 0 0.0% Fosse Park Avenue, Leicester Outside Study Area -Charnwood Loughborough 1.2% 0.0% 0 1.0% 7.0% 2 0.0% 0 0.0% 0 0.0% 0 1.2% 0 3.4% 2 4 Outside Study Area - Derby Allenton 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Derby 9.1% 32 4.4% 15.6% 10 11.2% 2 28.5% 13 10.6% 3 1.7% 1 2.2% 1.2% 1 **Outside Study Area - East** Staffordshire 2 Union Street - Former 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 Comet, Burton Upon Trent 0 Burton upon Trent 2.3% 8 3.9% 1 0.7% 0 7.3% 2 2.2% 1 0.0% 0 4.5% 4 1.1% 0 0.0% Outside Study Area -Leicester Leicester 7.6% 26 3.9% 1 1.9% 1 8.8% 2 4.4% 2 8.4% 2 1.6% 6.7% 2 27.4% 15 Outside Study Area -Lichfield 0.0% 0.0% 0 Alrewas 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% Lichfield 3.1% 7.6% 2 0.0% 4.9% 6.9% 2 5.6% 0.0% 0.0% 11 0 2.2% 5 0 0 0 Tamworth 0.6% 2 0.0% 0.0% 0 0.0% 0 0.0% 0 4.3% 1 1.2% 1 0.0% 0 0.0% 0 **Outside Study Area - North** West Leicestershire 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Appleby Magna 0 0 0 0 0 0 Castle Donington 0.3% 1 3.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Outside Study Area -Nottingham 14.7% 15.9% Nottingham 12.5% 44 3.9% 1 4.9% 3 4.6% 1 27.4% 12 5.4% 2 12 15.1% 5 8 **Outside Study Area - Other** Belper 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 1.7% 1.3% Other, Abroad 1.1% 4 0.0% 0 0.0% 0 6.0% 0 0 0 1.2% 1 Other, East Midlands 0.3% 1 0.0% 0 0.0% 0 2.5% 1 0.0% 0 1.5% 0 0.0% 0 0.0% 0 0.0% 0 Other, East of England 2.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.0% 0.0% 0 0.0% 0 Other, North West 3.6% 13 9.7% 3 1.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.9% 2 12.3% 7 1 0 Other, Scotland 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 1.0% 1 Other, South East and 0.7% 2 0.0% 0 1.1% 0.0% 0 1.6% 1 1.8% 1 0.0% 0 1.2% 0 0.0% 0 1 London Other, South West 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.0% 0.0% 0 2.3% 0.0% 0 1 Other, West Midlands 1.5% 5 0.0% 0 1.9% 1 0.0% 0 0.0% 0 1.9% 1 1.6% 1 2.3% 1 3.2% 2 Other, Yorkshire and 2.1% 0.0% 0 6.2% 4 0.0% 0 2.4% 1.9% 2.3% 2 0.0% 0 0.0% 0 Humber 0.8% 3 0.0% 0 0.0% 0 5.4% 0.0% 0 4.1% 0.0% 0 1.3% 0 0.0% 0 Stoke-on-Trent 1 1 West End / Central London 26.7% 93 24.4% 7 36.3% 22. 17.4% 4 20.0% Q 17.6% 5 37.2% 30 27.2% 8 15.1% 8 2 0 0 0 0.0% 0 2.1% 1 0 0 York 0.6% 0.0% 0.0% 0.0% 1.7% 0.0% 0.0% Outside Study Area - South Derbyshire

0

0.0%

0

0.0%

0.0%

0.0%

0.0%

0 0.0%

Outside Study Area -

0.0%

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0

Page 236
July 2015

Swadlincote Household Survey for WYG

**************************************	,					f	or W	VC	1		- 0						• •	2015
Weighted:	Tota		Zone	1	Zone		Zone		Zone	4	Zone	5	Zone	6	Zone	7	July Zone	2015
	100		Zonc	•	Zonc	_	Zonc	3	Zonc	•	Zonc	3	Zonc	Ū	Zonc	,	Zonc	. 0
Tamworth Ankerside Shopping Centre, Tamworth Outside Study Area -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Walsall Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Other																		
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%	(
Weighted base: Sample:		349 336		28 23		61 50		22 32		44 44		30 43		81 44		30 43		53 53
Q51 Which leisure facili	ties wou	ıld you	ı like to	see n	nore of	in the	Swadlii	ncote	area? [l	MR1								
		-							_	_	0.70/		0.00/	0	0.70/	0	0.00/	,
Bars / pubs Better shopping facilities	0.6% 2.7%	5 21	0.9% 6.0%	1 7	2.2% 5.5%	3 6	0.0% 3.7%	0	0.0% 1.0%	0	0.7% 3.1%	1 2	0.0% 0.6%	0	0.7% 1.4%	0 1	0.0%	(
Bowling alley	11.9%	95	10.9%	13		26	12.2%	8	0.0%	0	15.6%	12	13.0%	20	3.6%	2	14.1%	13
Cinema	0.6%	5	0.0%	0	0.0%	0	0.9%	1	1.1%	1	1.7%	1	0.0%	0	0.0%	0	1.7%	2
Concert hall / venue	0.6%	5	0.9%	1	0.0%	0	0.0%	0	2.9%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	(
Cycle paths / area	0.8%	6	2.2%	3	0.0%	0	0.8%	1	0.0%	0	3.2%	2	0.5%	1	0.0%	0	0.0%	(
Dance facilities	0.5%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.9%	1	0.0%	0	0.0%	(
Skate park	0.8%	6	0.0%	0	1.4%	2	1.9%	1	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	(
Health & fitness (Gym) Hotels	0.8% 0.0%	7 0	0.9% 0.0%	1 0	1.0% 0.0%	1 0	1.7% 0.0%	1	0.0% 0.0%	0	0.8% 0.0%	1 0	0.6% 0.0%	1 0	2.9% 0.0%	2	0.0%	(
Ice rink	2.2%	17	0.8%	1	5.9%	7	1.9%	1	0.0%	0	3.4%	3	0.0%	1	0.0%	0	4.3%	2
Karting	0.6%	5	0.0%	0	0.0%	ó	1.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.3%	2
Leisure centre	1.5%	12	1.7%	2	3.0%	3	1.7%	1	0.9%	1	2.8%	2	1.5%	2	0.0%	0	0.0%	(
More children facilities / activities	3.2%	25	6.4%	8	2.7%	3	3.9%	3	0.6%	1	7.6%	6	0.0%	0	8.2%	4	0.8%	-
More sports facilities (football pitches, tennis courts)	2.3%	19	3.0%	4	4.5%	5	1.7%	1	1.4%	2	1.5%	1	0.9%	1	8.1%	4	0.0%	(
Museum / art galleries	0.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Outdoor play areas / park facilities	1.4%	12	0.7%	1	5.7%	7	1.7%	1	0.0%	0	2.6%	2	0.0%	0	1.6%	1	0.0%	(
Paintballing Pastourants / acfés	0.0%	0 30	0.0% 3.1%	0	0.0% 11.4%	0	0.0% 6.3%	0	0.0% 2.1%	0 2	0.0% 4.9%	0 4	0.0% 0.8%	0	0.0% 0.7%	0	0.0% 1.0%	(
Restaurants / cafés Swimming pool	3.8% 3.5%	28	2.5%	4	5.5%	13 6	0.5%	4	6.7%	8	3.3%	2	1.5%	1 2	7.4%	4	1.0%	
Theatre	3.2%	26	3.4%	4	9.4%	11	4.0%	3	3.3%	4	2.7%	2	1.5%	2	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%	(
Golf course	0.8%	7	1.6%	2	1.2%	1	2.5%	2	0.0%	0	1.5%	1	0.0%	0	0.7%	0	0.0%	(
More for older people to do	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	(
Laser tag	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8
Bingo hall	0.5%	4	0.9%	1	0.6%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	(
Indoor ski centre	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%	(
(None)	58.3%	466	57.0%	69	43.0%	50	61.3%	42	70.0%	78	48.3%	36	64.3%	101		33	60.1%	50
(Don't know)	11.7%	94	5.7%	7	7.9%	9	3.3%	2	16.7%	19	4.7%	4	18.2%	29	16.9%	9	16.2%	1.5
Weighted base: Sample:		800 800		121 100		117 100		69 100		112 100		75 100		157 100		55 100		94 100
Q52 How do you norma	lly travel	wher	visitin	g leisı	ure dest	inatio	ns?											
Car / van (as driver)	65.7%	525	52.8%	64	76.8%	90	59.2%	41	67.5%	76	69.0%	52	67.5%	106	68.2%	37	63.7%	60
Car / van (as passenger)	12.1%	97	12.8%	16	4.5%	5	17.8%	12		12		10	14.4%	23	15.8%	9	11.7%	11
Bus, minibus or coach	2.8%	23	2.9%	3	1.1%	1	3.0%	2	2.3%	3	1.4%	1	3.2%	5	2.4%	1	6.0%	6
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Walk	5.7%	46	6.1%	7	6.4%	8	7.7%	5	4.4%	5	0.0%	0	4.6%	7	1.3%	1	13.6%	13
Taxi	1.5%	12	1.8%	2	0.9%	1	1.4%	1	2.4%	3	1.5%	1	1.0%	2	2.4%	1	0.8%	
Train	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	2	0.0%	0	0.0%	(
Bicycle Mobility scooter / disability vehicle	0.7% 0.1%	6 1	1.9% 0.8%	2	0.0% 0.0%	0	0.9% 0.0%	1 0	1.0% 0.0%	1	2.0% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	(
Other (Don't know / varies / don't	0.0% 10.9%	0 87	0.0% 19.9%	0 24	0.0% 10.2%	0 12	0.0% 10.1%	0 7	0.0% 11.6%	0 13	0.0% 12.7%	0 10	0.0% 7.7%	0 12	0.0% 9.9%	0 5	0.0% 4.1%	(
do) Weighted base:		800	/ v	121		117		69		112	/ •	75	, v	157	/ 0	55	/5	
Sample:		800		100		100		100		100		100		100		100		94 100

Swadlincote Household Survey for WYG

Weighted:

Weighten.																	•	2015
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
GEN Gender of respond	lent.																	
Male	26.4%	211	35.8%	43	29.9%	35	25.7%	18	16.4%	18	24.9%	19	27.1%	43	24.7%	14	23.7%	22
Female	73.6%	588	64.2%	78	70.1%	82	74.3%	51	83.6%	94	75.1%	57	72.9%	114	75.3%	41	76.3%	71
Weighted base: Sample:		800 800		121 100		117 100		69 100		112 100		75 100		157 100		55 100		94 100
AGE Could I ask how ol	d you are	e plea	se?															
18 – 24 years	5.5%	44	0.0%	0	8.1%	10	4.7%	3	0.0%	0	0.0%	0	9.3%	15	3.9%	2	15.4%	14
25 – 34 years	14.5%	116	6.3%	8	32.8%	38	0.0%	0	13.8%	15	15.9%	12	11.2%	18	31.1%	17	8.6%	8
35 – 44 years	20.4%	163	20.8%	25	27.0%	32	31.2%	21	15.8%	18	23.4%	18	20.1%	32	11.1%	6	12.8%	12
45 – 54 years	19.5%	156	33.4%	40	15.7%	18	15.1%	10	24.6%	27	23.9%	18	15.1%	24	11.7%	6	11.7%	1
55 – 64 years	15.2%	122	17.2%	21	6.3%	7		14	14.6%		12.0%	9	17.7%	28	15.8%	9	19.0%	18
65+ years	23.2%	186	22.3%	27	8.4%	10	27.7%	19	27.2%	30	22.6%	17	24.9%	39	23.7%	13	32.4%	30
(Refused)	1.6%	13	0.0%	0	1.7%	2	1.1%	1	4.1%	5	2.1%	2	1.7%	3	2.7%	1	0.0%	(
Weighted base:		800 800		121 100		117 100		69 100		112 100		75 100		157 100		55 100		94 100
Sample: EMP Is the chief wage e	arner in f		ne or na		e emlos		2	100		100		100		100		100		100
-			-		-													
Full-time	68.2%	449	67.9%	67	89.1%	88	64.0%	38	66.7%	57	66.9%	40	58.0%	75	76.5%	37	60.0%	46
Part-time	7.4%	49	9.6%	9	4.0%	4	5.4%	3	4.6%	4	9.3%	6	11.6%	15	2.2%	1	8.2%	26
Retired - private company	21.6%	142	18.3%	18	6.8%	7	25.1%	15	25.5%	22	20.9%	13	26.3%	34	20.5%	10	30.8%	24
pension	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Other (Refused)	2.8%	18	4.1%	4	0.0%	0	5.5%	3	3.2%	3	2.9%	2	4.0%	5	0.0%	0	1.1%	1
· · · · · · · · · · · · · · · · · · ·	2.070		4.170		0.0%		3.370		3.270		2.970		4.0%		0.6%		1.170	
Weighted base: Sample:		657 636		98 82		98 82		59 81		86 72		60 85		130 76		49 82		77 76
ADU How many adults,	including	your	self, liv	e in ye	our hous	sehol	d (16 ye	ars aı	nd abov	e)?								
One	16.9%	135	20.5%	25	9.4%	11	16.5%	11	24.8%	28	14.1%	11	15.5%	24	17.9%	10	16.0%	15
Two	54.5%	436	50.6%	61	71.4%	84	59.4%	41	47.6%	53	59.9%	45	47.4%	74	59.5%	33	48.0%	45
Three	15.9%	127	15.9%	19	9.0%	11	18.0%	12	14.7%	16	12.9%	10	21.3%	33	13.0%	7	19.7%	18
Four	7.0%	56	4.9%	6	2.9%	3	1.5%	1	6.8%	8	8.3%	6	8.7%	14	4.9%	3	16.3%	15
Five	2.0%	16	0.0%	0	6.4%	7	3.5%	2	0.9%	1	2.0%	1	1.8%	3	1.4%	1	0.0%	(
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
(Refused)	3.7%	30	8.1%	10	0.8%	1	1.1%	1	5.2%	6	2.8%	2	5.4%	8	3.3%	2	0.0%	(
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100
CHI How many children	n aged ur	nder 1	6 years	old a	re there	living	j in you	r hous	sehold?									
None	61.3%	490		77		43	72.7%	50		70		45	66.6%	105	68.3%	37	67.0%	63
One	13.0%	104	10.3%	12	26.1%	31	9.8%	7	10.6%	12	11.6%	9	10.1%	16	8.9%	5	13.9%	13
Two	16.4%	131	14.8%		27.4%	32	10.5%	7	5.7%	6	22.1%	17	18.4%	29	18.8%	10	12.5%	12
Three	4.6%	37	3.0%	4	4.9%	6	5.8%	4	16.1%	18	3.7%	3	0.0%	0	0.7%	0	2.3%	2
Four	1.1%	8	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Five	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0
Six or more (Refused)	3.7%	30	0.0% 8.1%	10	1.3%	0 2	0.0% 1.1%	0 1	0.0% 5.2%	0 6	2.8%	0 2	0.0% 4.9%	8	0.0% 3.3%	0 2	0.0%	(
	3.770		0.170		1.370		1.170		3.270		2.070		4.970		3.3%		0.070	
Weighted base:		800		121 100		117 100		69 100		112 100		75 100		157 100		55 100		94 100
e				1111														
Sample:	es vour l	800	hold ow		nave the	use	of?											
Sample: CAR How many cars do		800 nouse		n or l				7	7.50	0	0.50/	7	11 40/	10	0.007	4	7.70/	_
Sample: CAR How many cars do None	8.3%	800 nouse 66	10.3%	n or l 12	1.6%	2	10.3%	7	7.5%	8	9.5%	7	11.4%	18	8.0%	4	7.7%	
Sample: CAR How many cars do None One	8.3% 35.8%	800 nouse 66 286	10.3% 39.3%	n or I	1.6% 34.0%	2 40	10.3% 34.2%	24	37.8%	42	38.0%	29	35.4%	56	24.5%	13	37.9%	35
Sample: CAR How many cars do None One Two	8.3% 35.8% 38.8%	800 nouse 66 286 311	10.3% 39.3% 31.2%	12 48 38	1.6% 34.0% 44.0%	2 40 52	10.3% 34.2% 41.3%	24 28	37.8% 39.0%	42 44	38.0% 32.2%	29 24	35.4% 36.3%	56 57	24.5% 58.0%	13 32	37.9% 38.5%	35 36
Sample: CAR How many cars do None One Two Three or more	8.3% 35.8% 38.8% 12.9%	800 nouse 66 286 311 103	10.3% 39.3% 31.2% 11.1%	12 48 38 13	1.6% 34.0% 44.0% 16.3%	2 40 52 19	10.3% 34.2% 41.3% 13.0%	24 28 9	37.8% 39.0% 10.5%	42 44 12	38.0% 32.2% 18.2%	29 24 14	35.4% 36.3% 11.3%	56 57 18	24.5% 58.0% 6.1%	13 32 3	37.9% 38.5% 15.9%	35 36 15
Sample: CAR How many cars do None One Two Three or more (Refused)	8.3% 35.8% 38.8%	800 66 286 311 103 33	10.3% 39.3% 31.2%	12 48 38 13 10	1.6% 34.0% 44.0%	2 40 52 19 5	10.3% 34.2% 41.3%	24 28 9 1	37.8% 39.0%	42 44 12 6	38.0% 32.2%	29 24 14 2	35.4% 36.3%	56 57 18 9	24.5% 58.0%	13 32 3 2	37.9% 38.5%	35 36 15
Sample: CAR How many cars do None One Two Three or more	8.3% 35.8% 38.8% 12.9%	800 nouse 66 286 311 103	10.3% 39.3% 31.2% 11.1%	12 48 38 13	1.6% 34.0% 44.0% 16.3%	2 40 52 19	10.3% 34.2% 41.3% 13.0%	24 28 9	37.8% 39.0% 10.5%	42 44 12	38.0% 32.2% 18.2%	29 24 14	35.4% 36.3% 11.3%	56 57 18	24.5% 58.0% 6.1%	13 32 3	37.9% 38.5% 15.9%	7 35 36 15 0 94

Page 238
July 2015

Swadlincote Household Survey for WYG

,, eigneen																	J	
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
HOM Do you own your ov	wn home	∍?																
Yes	81.2%	649		103	87.3%	102	84.0%	58	76.9%	86	78.3%	59	74.8%	117	82.7%	45	83.5%	7
No (Refused)	14.0% 4.8%	112 39	6.9% 8.1%	8 10	8.6% 4.1%	10 5	14.9% 1.1%	10 1	15.5% 7.6%	17 8	18.8% 2.9%	14 2	19.6% 5.6%	31	12.7% 4.6%	7	15.2% 1.4%	1
Weighted base:	,	800		121		117		69	, , , , ,	112	_,,,,	75		157	,	55		9
Sample:		800		100		100		100		100		100		100		100		10
ETH To ensure we get a	represe	ntativ	e sampl	e can	I please	ask	what yo	u con	sider yo	our et	hnicity t	o be?						
White	93.7%	749			91.4%	107	97.4%	67	92.6%	104		74	90.2%	142	96.0%	53	98.2%	9
Indian	0.4%	3		0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	
Pakistani Pangladashi	0.3%	2		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.5% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	
Bangladeshi Other Asian	0.0% 0.3%	2		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	
Black Caribbean	0.2%	2		0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	
Black African	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other Black	0.2%	2		0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	
Chinese	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Mixed Race	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other Ethnic Group	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)	5.0%	40	7.2%	9	7.6%	9	1.9%	1	6.6%	7	2.1%	2	5.4%	8	3.3%	2	1.8%	
Weighted base:		800		121		117		69		112		75		157		55		9
Sample:		800		100		100		100		100		100		100		100		10
QUOTA Zone:																		
Zone 1	15.2%	121	100.0%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 2	14.7%	117	0.0%	0	100.0%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 3	8.6%	69	0.0%	0	0.0%		100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 4	14.0%	112	0.0%	0	0.0%	0	0.0%	0		112	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 5	9.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	75	0.0%	0	0.0%	0	0.0%	
Zone 6	19.6%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	157	0.0%	0	0.0%	
Zone 7	6.9%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	55	0.0%	
Zone 8	11.7%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	9
Weighted base: Sample:		800 800		121 100		117 100		69 100		112 100		75 100		157 100		55 100		9 10
WARD Ward:																		
Midway	7.5%	60	49.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Newhall and Stanton	7.6%	61		61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Church Gresley	7.4%	59		0	50.2%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Swadlincote	7.3%	58		0	49.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Woodville	8.6%	69	0.0%	0	0.0%		100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Melbourne	4.9%	39		0	0.0%	0	0.0%	0	34.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	
Repton	5.1%	41	0.0%	0	0.0%	0	0.0%	0	36.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	
Willington and Findern Linton (South Derbyshire)	4.0% 4.6%	32 37	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	28.7% 0.0%	32	0.0% 49.2%	0 37	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	
Seales	4.8%	38		0	0.0%	0	0.0%	0	0.0%	0	50.8%	38	0.0%	0	0.0%	0	0.0%	
Stapenhill	4.9%	39		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	39	0.0%	0	0.0%	
Brizlincote	7.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.6%	57	0.0%	0	0.0%	
Winshill	7.6%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.6%	61	0.0%	0	0.0%	
Moira	4.4%	36		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.9%	36	0.0%	
Oakthorpe and Donisthorpe	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.1%	19	0.0%	
Ashby Castle	2.5%	20		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		2
Ashby Cashe						0	0.0%		0.0%		0.0%	0	0.0%				41.1%	3
-	4.8%	38	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	U	0.070	0	0.0%	0	41.170	-
Ashby Holywell Ashby Ivanhoe	4.8% 4.4%	38 35		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		3
Ashby Holywell			0.0%															

						_	OI VV	_ (•								July 20
	Tota	1	Male	:	Fema	le	16 - 34	4	35 - 54	ı	55 +		ABC1		C2DF	E	
Q01 Do you normally ha	ave regul	ar ac	cess to a	car	for pers	onal	use durii	ng th	e day?								
Yes No	52.0% 48.0%	53 49	63.6% 36.4%	21 12		32 37	37.9% 62.1%	11 18	71.4% 28.6%	25 10	44.7% 55.3%	17 21	69.0% 31.0%	29 13	40.0% 60.0%	24 36	
Base:	40.070	102	30.470	33	33.070	69	02.170	29	20.070	35	33.370	38	31.070	42	00.070	60	
Q02 Do you normally ha	ave regul	ar ac	cess to a	car	for pers	onal (use durii	ng th	e evenin	g / ni	ght?						
Yes	56.9%	58	63.6%	21	53.6%	37	44.8%	13	77.1%	27	47.4%	18	76.2%	32	43.3%	26	
No	43.1%	44	36.4%	12	46.4%	32	55.2%	16	22.9%	8	52.6%	20	23.8%	10	56.7%	34	
Base:		102		33		69		29		35		38		42		60	
Q03 How did you travel	to Swad	lincot	e today?	•													
Car / van (as driver)	42.2%	43	51.5%	17	37.7%	26	27.6%	8	60.0%	21	36.8%	14	57.1%	24	31.7%	19	
Car / van (as passenger)	5.9%	6	0.0%	0	8.7%	6	6.9%	2	5.7%	2	5.3%	2	4.8%	2	6.7%	4	
Bus, minibus or coach	20.6%	21		6	21.7%		13.8%	4	5.7%	2	39.5%	15	11.9%	5	26.7%	16	
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Walk	26.5%	27	27.3%	9	26.1%	18	48.3%	14	22.9%	8	13.2%	5	21.4%	9	30.0%	18	
Taxi / minicab	3.9%	4	0.0%	0	5.8%	4	3.4%	1	5.7%	2	2.6%	1	4.8%	2	3.3%	2	
Bicycle	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1	
Combined Other	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Base:	0.0%	102	0.0%	33	0.0%	69	0.070	29	0.0%	35	0.0%	38	0.0%	42	0.0%	60	
Dasc.		102		33		07		2)		33		30		72		00	
Q04 Where did you parl Those who said car/v																	
Alexandra Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&M Bargains	16.3%	8	11.8%	2	18.8%	6	10.0%	1	17.4%	4	18.8%	3	11.5%	3	21.7%	5	
Bus Station	24.5%	12	23.5%	4	25.0%	8	20.0%	2	21.7%	5	31.3%	5	15.4%	4	34.8%	8	
Civic Offices	2.0%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	3.8%	1	0.0%	0	
Darklands car park East End Car Park	2.0% 2.0%	1 1	0.0% 0.0%	0	3.1% 3.1%	1 1	10.0% 0.0%	1 0	0.0% 4.3%	0	0.0% 0.0%	0	3.8% 3.8%	1 1	0.0% 0.0%	0	
Hill Street Car Park	2.0%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	3.8%	1	0.0%	0	
Leisure Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Market Street	4.1%	2	11.8%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	2	3.8%	1	4.3%	1	
Morrisons	16.3%	8	17.6%	3	15.6%	5	10.0%	1	17.4%	4	18.8%	3	19.2%	5	13.0%	3	
Pipeworks	6.1%	3	11.8%	2	3.1%	1	20.0%	2	4.3%	1	0.0%	0	7.7%	2	4.3%	1	
Poundstretcher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rink Drive	8.2%	4	5.9%	1	9.4%	3	0.0%	0	8.7%	2	12.5%	2	7.7%	2	8.7%	2	
Sainsburys Other	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Boots	2.0%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	3.8%	1	0.0%	0	
Church Street	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	3.8%	1	0.0%	0	
Fire Station	2.0%	1	5.9%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	4.3%	1	
Health Centre	2.0%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	4.3%	1	
(Don't know - On Street)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know – Car park)	4.1%	2	0.0%	0	6.3%		10.0%	1	4.3%	1	0.0%	0	7.7%	2	0.0%	0	
(Dropped off – didn't park) Base:	4.1%	2 49	5.9%	1 17	3.1%	32	20.0%	2 10	0.0%	0 23	0.0%	0 16	3.8%	1 26	4.3%	1 23	
							4 a al e : - 0	10		23		10		20		23	
Q05 Did you have any d Those who mentioned			-	car p	arking s	pace	today?										
Yes	14.9%	7	0.0%	0			12.5%	1			12.5%	2			18.2%	4	
No	85.1%	40	100.0%	16	77.4%	24	87.5%	7	82.6%	19	87.5%	14	88.0%	22	81.8%	18	
Base:		47		16		31		8		23		16		25		22	

Page 2 July 2015

						Г	or v	VIC	J								July 2
	Tota	al	Mal	e	Fem	ale	16 - 3	34	35 - 5	54	55	+	AB(C1	C2D	ÞΕ	
Mean score: [Minute	es]																
Q06 How long did your j	ourney	to Sw	adlincot	e tak	e?												
0-5 minutes	35.3%	36	39.4%	13	33.3%	23	24.1%	7	48.6%	17	31.6%	12	28.6%	12	40.0%	24	
6-10 minutes	23.5%	24	27.3%	9	21.7%	15	17.2%	5	31.4%	11	21.1%	8	31.0%	13	18.3%	11	
11-15 minutes-	11.8%	12	9.1%	3	13.0%	9	31.0%	9	2.9%	1	5.3%	2	16.7%	7	8.3%	5	
16-20 minutes	13.7%	14	18.2%	6	11.6%	8	13.8%	4	2.9%	1	23.7%	9	9.5%	4	16.7%	10	
21-30 minutes	10.8%	11	6.1%	2	13.0%	9	10.3%	3	11.4%	4	10.5%	4	9.5%	4	11.7%	7	
31-60 minutes	2.9%	3	0.0%	0	4.3%	3	3.4%	1	0.0%	0	5.3%	2	2.4%	1	3.3%	2	
Over 60 minutes	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1	
Mean:		12.07		8.91		13.58		12.48		9.44		14.17		12.11		12.04	
Base:		102		33		69		29		35		38		42		60	
Q07 Did you travel to Sw Home	adlinco 89.2%	ote dire 91	•	m ho 30	me, wo	ork or 6		26	88.6%	31	89.5%	34	88.1%	37	90.0%	54	
Work	4.9%	5	3.0%	30 1	5.8%	4	3.4%	26 1	5.7%	2	5.3%	2	7.1%	3/	3.3%	2	
On holiday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Family member's home	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0	
College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hospital appointment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other medical appointment	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	
Friend's home	2.0%	2	3.0%	1	1.4%	1	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1	
Elsewhere (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Playing golf	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1	
Burton on Trent	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1	
Base:		102		33		69		29		35		38		42		60	
Q08 In terms of your visi	it to Sw	adlinc	ote do y	ou liv	e in Sv	vadlin	cote, w	ork in	Swadlir	ncote	or are	you a v	isitor t	o the a	area? [l	MR]	
Live in the centre	30.4%	31	33.3%	11	29.0%	20	27.6%	8	37.1%	13	26.3%	10	26.2%	11	33.3%	20	
Work in the centre	11.8%	12	3.0%	1	15.9%	11	13.8%	4	14.3%	5	7.9%	3	21.4%	9	5.0%	3	
Visiting the centre	57.8%	59	63.6%	21	55.1%	38		17	48.6%	17	65.8%	25	52.4%	22	61.7%	37	
Base:		102		33		69		29		35		38		42		60	

	Tota	ıl	Male	e	Femal	le	16 - 34	4	35 - 5	4	55 +		ABC	1	C2D1	 E
	1000	-					10 0	•		-			1120	_	0223	_
Q09 Why do you choose	to shop	o / visi	it Swadl	incot	e? [MR]											
Accessibility by public	2.0%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2
transport Accessibility to Swadlincote	7.8%	8	6.1%	2	8.7%	6	6.9%	2	8.6%	3	7.9%	3	14.3%	6	3.3%	2
Car parking prices	2.9%	3	3.0%	1	2.9%	2	0.9%	0	5.7%	2	2.6%	1	4.8%	2	1.7%	1
Car parking provision	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Choice of High Street	3.9%	4	3.0%	1	4.3%	3	0.0%	0	2.9%	1	7.9%	3	2.4%	1	5.0%	3
retailers Choice of shops selling	9.8%	10	9.1%	3	10.1%	7	6.9%	2	2.9%	1	18.4%	7	7.1%	3	11.7%	7
non-food goods																
Cleanliness Close to friends / family	0.0% 2.0%	0 2	0.0% 0.0%	0	0.0% 2.9%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 5.3%	0 2	0.0% 2.4%	0 1	0.0% 1.7%	0 1
Close to home	62.7%	64	60.6%	20	63.8%	44	65.5%	19	68.6%	24	55.3%	21	50.0%	21	71.7%	43
Close to work	14.7%	15	9.1%	3	17.4%	12		6	14.3%	5	10.5%	4	21.4%	9	10.0%	6
Close to school / college	2.0%	2	3.0%	1	1.4%	1	6.9%	2	0.0%	0	0.0%	0	2.4%	1	1.7%	1
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit	23.5%	24	24.2%	8	23.2%	16	24.1%	7	20.0%	7	26.3%	10	14.3%	6	30.0%	18
Provision of leisure services	4.9%	5	3.0%	1	5.8%	4	3.4%	1	8.6%	3	2.6%	1	7.1%	3	3.3%	2
Provision of services (e.g. banks / financial services)	5.9%	6	0.0%	0	8.7%	6	6.9%	2	5.7%	2	5.3%	2	9.5%	4	3.3%	2
Public information, signposts, public facilities	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	0.0%	0	3.3%	2
Quality of shops selling food goods	2.9%	3	9.1%	3	0.0%	0	0.0%	0	0.0%	0	7.9%	3	2.4%	1	3.3%	2
Range of independent / specialist shops	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Range of shops selling food goods	5.9%	6	3.0%	1	7.2%	5	6.9%	2	0.0%	0	10.5%	4	7.1%	3	5.0%	3
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	5.9%	6	6.1%	2	5.8%	4	0.0%	0	5.7%	2	10.5%	4	4.8%	2	6.7%	4
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Other (PLEASE WRITE IN) Free parking	0.0% 2.9%	0	0.0% 6.1%	0 2	0.0% 1.4%	0	0.0% 0.0%	0	0.0% 2.9%	0	0.0% 5.3%	0 2	0.0% 4.8%	2	0.0% 1.7%	0 1
I meet friends here	1.0%	1	0.1%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
It's quiet	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Just for a change	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Base:		102		33		69		29		35		38		42		60
Q10 What is the main rea	ason wh	ıy you	are in S	Swadl	incote to	oday?	?									
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Clothes / shoes shopping	4.9%	5	3.0%	1	5.8%	4	6.9%	2	2.9%	1	5.3%	2	2.4%	1	6.7%	4
Bank / building society / Post Office	14.7%	15	9.1%	3	17.4%	12	6.9%	2	17.1%	6	18.4%	7	14.3%	6	15.0%	9
Browsing	14.7%	15	9.1%	3	17.4%	12	3.4%	1	17.1%	6	21.1%	8	9.5%	4	18.3%	11
Café / restaurant / pub (food	1.0%	1	3.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
and beverage)	0.00/		0.007		0.00/		0.00/		0.004		0.004		0.00/		0.00/	
Chemist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doctor / dentist Electrical goods shopping	2.9%	3	6.1%	2	1.4%	1 0	0.0%	0	5.7%	2	2.6%	1	4.8%	2	1.7%	1 0
Furniture / carpet	1.0% 2.0%	1 2	3.0% 0.0%	1 0	0.0% 2.9%	2	0.0% 3.4%	1	2.9% 2.9%	1	0.0% 0.0%	0	2.4% 2.4%	1 1	0.0% 1.7%	1
Jewellery / gift shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	8.8%	9	6.1%	2	10.1%	7	17.2%	5	5.7%	2	5.3%	2	11.9%	5	6.7%	4
Social / leisure activities	2.9%	3	6.1%	2	1.4%	1	0.0%	0	2.9%	1	5.3%	2	0.0%	0	5.0%	3
Stationers / newsagents	2.9%	3	3.0%	1	2.9%	2	3.4%	1	2.9%	1	2.6%	1	2.4%	1	3.3%	2
Visit specialist shops	7.8%	8	15.2%	5	4.3%	3	10.3%	3	8.6%	3	5.3%	2	9.5%	4	6.7%	4
Work / school / college	14.7%	15	9.1%	3	17.4%	12		8	14.3%	5	5.3%	2	21.4%	9	10.0%	6
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden items shopping	2.0%	2	3.0%	1	1.4%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2
Job hunting Marriagna Synadlingsto	2.0%	2	0.0%	0	2.9%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	3.3%	2
Morrisons Swadlincote	12.7%	13 2	18.2%	6	10.1%	7	10.3%	3	8.6%	3	18.4%	7 1	9.5%	4	15.0%	9
Sainsbury's Swadlincote	2.0%		3.0%	1	1.4%	1	3.4%		0.0%		2.6%		2.4%	1	1.7%	1
Base:		102		33		69		29		35		38		42		60

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						1.	OI VI	10	,								July 2
	Tota	1	Male	e	Fema	le	16 - 3	4	35 - 5	4	55 +		ABC	1	C2DE	E	
Q11 What else do you in	tend to	do wł	nilst in S	wadli	ncote to	oday?	[MR]										
Food and grocery shopping (WRITE IN FULL	2.9%	3	0.0%	0	4.3%	3	0.0%	0	2.9%	1	5.3%	2	2.4%	1	3.3%	2	
STORE ADDRESS)	4.00/	_	2.00/	1	£ 90/	4	C 00/	2	5 70/	2	2.60/	1	7.10/	2	2.20/	2	
Clothes / shoes shopping Bank / building society / Post Office	4.9% 2.9%	5	3.0% 3.0%	1	5.8% 2.9%	4 2	6.9% 3.4%	1	5.7% 2.9%	1	2.6% 2.6%	1	7.1% 4.8%	3 2	3.3% 1.7%	2	
Browsing	7.8%	8	12.1%	4	5.8%	4	3.4%	1	8.6%	3	10.5%	4	7.1%	3	8.3%	5	
Café / restaurant / pub (food and beverage)	6.9%	7	9.1%	3	5.8%	4	3.4%	1	8.6%	3	7.9%	3	7.1%	3	6.7%	4	
Chemist	2.0%	2	3.0%	1	1.4%	1	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1	
Doctor / dentist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Electrical goods shopping	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1	
Furniture / carpet	0.0%	0 2	0.0%	0	0.0%	0 2	0.0%	0 1	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Jewellery / gift shops Library	2.0% 2.9%	3	0.0% 3.0%	1	2.9% 2.9%	2	3.4% 0.0%	0	2.9%	0	2.6% 5.3%	1 2	2.4% 2.4%	1 1	1.7% 3.3%	1 2	
Market	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0	
Public offices	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0	
Services (e.g. hairdressers, launderette)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1	
Social / leisure activities	2.0%	2	3.0%	1	1.4%	1	0.0%	0	5.7%	2	0.0%	0	2.4%	1	1.7%	1	
Stationers / newsagents	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1	
Visit specialist shops	3.9%	4	6.1%	2	2.9%	2	6.9%	2	2.9%	1	2.6%	1	4.8%	2	3.3%	2	
Work / school / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi Swadlincote	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0	
Morrisons Swadlincote	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1	
Pet goods shopping	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	
(No reason / no other reason)	55.9%	57	54.5%	18	56.5%	39	69.0%	20	51.4%	18	50.0%	19	52.4%	22	58.3%	35	
Base:		102		33		69		29		35		38		42		60	
Q11X Reason for visit (Q1	0 & Q11) com	nbined:	[MR]													
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	3.9%	4	0.0%	0	5.8%	4	3.4%	1	2.9%	1	5.3%	2	4.8%	2	3.3%	2	
Clothes / shoes shopping	9.8%	10	6.1%	2	11.6%	8	13.8%	4	8.6%	3	7.9%	3	9.5%	4	10.0%	6	
Bank / building society / Post Office		18		4	20.3%	14	10.3%	3	20.0%	7	21.1%	8	19.0%	8	16.7%	10	
Browsing Café / restaurant / pub (food	22.5% 7.8%	23 8	21.2% 12.1%	7 4	23.2% 5.8%	16 4	6.9% 6.9%	2 2	25.7% 8.6%	9	31.6% 7.9%	12 3	16.7% 7.1%	7	26.7% 8.3%	16 5	
and beverage)																	
Chemist	2.0%	2	3.0%	1		1	0.0%	0	2.9%	1	2.6%	1	2.4%	1		1	
Doctor / dentist	2.9%	3	6.1%	2 2	1.4%	1	0.0%	0	5.7%	2 2	2.6%	1	4.8%	2	1.7%	1	
Electrical goods shopping Furniture / carpet	2.0% 2.0%	2 2	6.1% 0.0%	0	0.0% 2.9%	0 2	0.0% 3.4%	0 1	5.7% 2.9%	1	0.0% 0.0%	0	2.4% 2.4%	1 1	1.7% 1.7%	1 1	
Jewellery / gift shops	2.0%	3	0.0%	0	4.3%	3	3.4%	1	2.9%	1	2.6%	1	4.8%	2	1.7%	1	
Library	2.9%	3	3.0%	1	2.9%	2	0.0%	0	2.9%	1	5.3%	2	2.4%	1	3.3%	2	
Market	2.0%	2	3.0%	1	1.4%	1	0.0%	0	2.9%	1	2.6%	1	4.8%	2	0.0%	0	
Public offices	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0	
Services (e.g. hairdressers, launderette)	9.8%	10	6.1%	2	11.6%	8	17.2%	5	5.7%	2	7.9%	3	11.9%	5	8.3%	5	
Social / leisure activities	4.9%	5	9.1%	3	2.9%	2	0.0%	0	8.6%	3	5.3%	2	2.4%	1	6.7%	4	
Stationers / newsagents	4.9%	5	3.0%	1	5.8%	4	3.4%	1	5.7%	2	5.3%	2	4.8%	2	5.0%	3	
Visit specialist shops	11.8%	12		7	7.2%	5	17.2%	5	11.4%	4	7.9%	3	14.3%	6	10.0%	6	
Work / school / college	14.7%	15	9.1%	3	17.4%	12		8	14.3%	5	5.3%	2	21.4%	9	10.0%	6	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(No reason / no other reason)	55.9%	57		18	56.5%	39	69.0%	20	51.4%	18	50.0%	19	52.4%	22	58.3%	35	
Garden items shopping	2.0%	2	3.0%	1	1.4%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2	
Job hunting	2.0%	2	0.0%	0	2.9%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	3.3%	2	
Morrisons Swadlincote	13.7%	14 2		6	11.6%	8	10.3%	3	8.6%	3	21.1%	8	9.5%	4	16.7%	10	
Sainsbury's Swadlincote Aldi Swadlincote	2.0% 1.0%	1	3.0% 3.0%	1 1	1.4% 0.0%	1 0	3.4% 0.0%	1	0.0% 0.0%	0	2.6% 2.6%	1 1	2.4% 2.4%	1 1	1.7% 0.0%	1	
Pet goods shopping	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	
	1.0/0		0.070		1.77/0		J.T/0		0.070		0.070		0.070		1.7/0		
Base:		102		33		69		29		35		38		42		60	

Page 5 July 2015

						_	01 1	, ,	•							
	Tota	al	Ma	le	Fema	ale	16 - 3	34	35 -	54	55	+	ABC	C1	C2D	E
Mean score: [Minut	es]															
Q12 How long do you th	ink you	will st	ay in S	Swadlir	cote to	oday?										
Less than 30 minutes	9.8%	10	21.2%	7	4.3%	3	20.7%	6	0.0%	0	10.5%	4	4.8%	2	13.3%	8
30-59 minutes	21.6%	22	21.2%	7	21.7%	15	20.7%	6	40.0%	14	5.3%	2	23.8%	10	20.0%	12
1hr -1 hr 29 min	25.5%	26	21.2%	7	27.5%	19	24.1%	7	14.3%	5	36.8%	14	23.8%	10	26.7%	16
1hr 30 mins - 1 hr 59 min	15.7%	16	12.1%	4	17.4%	12	10.3%	3	22.9%	8	13.2%	5	19.0%	8	13.3%	8
Half the day (between 2 and	16.7%	17	18.2%	6	15.9%	11	10.3%	3	11.4%	4	26.3%	10	11.9%	5	20.0%	12
4 hours)	10.90/	11	<i>c</i> 10/	2	12.00/	0	12 90/	4	11 40/	4	7.00/	2	16 70/	7	6 70/	4
All day (4 hours or more)	10.8%	11	6.1%	2		9	13.8%	4	11.4%	4	7.9%	3	16.7%	7	6.7%	4
Mean:		109.90		92.88	-	118.04	-	101.90		108.71		117.11		121.67	-	101.67
Base:		102		33		69		29		35		38		42		60
Q13 Will you undertake	your ma	ain foo	d and	grocer	y shop,	, whils	t in Sw	adlinc	ote tod	ay?						
Yes	22.5%	23	27.3%	9	20.3%	14	17.2%	5	22.9%	8	26.3%	10	21.4%	9	23.3%	14
No	76.5%	78	72.7%	24	78.3%	54	79.3%	23	77.1%	27	73.7%	28	78.6%	33	75.0%	45
(Don't know)	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Base:		102		33		69		29		35		38		42		60
Mean score: [Visits	per wee	ek]														
Q14 How frequently do	you visi	t Swac	llincote	e for yo	our mai	n food	l and g	rocery	shopp	ing?						
Everyday	2.9%	3	3.0%	1	2.9%	2	0.0%	0	2.9%	1	5.3%	2	2.4%	1	3.3%	2
2-3 times a week	21.6%	22	24.2%	8	20.3%	14	6.9%	2	37.1%	13	18.4%	7	19.0%	8	23.3%	14
Once a week	44.1%	45	39.4%	13	46.4%	32	55.2%	16	37.1%	13	42.1%	16	40.5%	17	46.7%	28
Once a fortnight	11.8%	12	12.1%	4	11.6%	8	10.3%	3	11.4%	4	13.2%	5	11.9%	5	11.7%	7
Once a month	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
Less than once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	16.7%	17	18.2%	6	15.9%	11	24.1%	7	8.6%	3	18.4%	7	21.4%	9	13.3%	8
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know/varies)	1.0%	1	3.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Mean:		0.72		0.75		0.70		0.60		0.77		0.75		0.70		0.73
Base:		102		33		69		29		35		38		42		60
Mean score: [£]																
Q15 Approximately how	much h	nave y	ou / wil	l you s	pend t	oday o	n food	goods	s?							
Nothing	45.1%	46	36.4%	12	49.3%	34	51.7%	15	42.9%	15	42.1%	16	40.5%	17	48.3%	29
Up to £5	11.8%	12	18.2%	6	8.7%	6	20.7%	6	5.7%	2	10.5%	4	16.7%	7	8.3%	5
£6-£10	9.8%	10	9.1%	3	10.1%	7	3.4%	1	14.3%	5	10.5%	4	11.9%	5	8.3%	5
£11-£15	4.9%	5	3.0%	1	5.8%	4	0.0%	0	0.0%	0	13.2%	5	2.4%	1	6.7%	4
£16-£20	7.8%	8	9.1%	3	7.2%	5	0.0%	0	11.4%	4	10.5%	4	4.8%	2	10.0%	6
£21-£25	2.9%	3	3.0%	1	2.9%	2	0.0%	0	2.9%	1	5.3%	2	0.0%	0	5.0%	3
£26-£50	4.9%	5	6.1%	2	4.3%	3	6.9%	2	2.9%	1	5.3%	2	4.8%	2	5.0%	3
£51-£75	5.9%	6	3.0%	1	7.2%	5	13.8%	4	5.7%	2	0.0%	0	7.1%	3	5.0%	3
£76-£100	3.9%	4	3.0%	1	4.3%	3	3.4%	1	8.6%	3	0.0%	0	7.1%	3	1.7%	1
More than £100	2.0%	2	6.1%	2	0.0%	0	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
(Don't know)	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Mean:		15.61		20.17		13.50		15.16		20.84		11.29		19.17		13.18
Base:		102		33		69		29		35		38		42		60

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	Total		Male		Femal	e	16 - 34	ļ	35 - 54	ļ	55 +		ABC1		C2DE	
Q16 Which centre or sto	re did yo	u last	visit fo	r you	r main f	ood a	ınd groce	ery sl	nopping	? [MF	?]					
Aldi, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Derby, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road Aldi, Derby, Unit 7, Meteor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Mansfield Road	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
Aldi, Derby, Uttoxeter New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road																
Aldi, Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Swadlincote	23.5%	24	9.1%	3	30.4%	21	31.0%	9	20.0%	7	21.1%	8	21.4%	9	25.0%	15
Aldi, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Coalville	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Asda, Shepshed Asda Walmart Supercentre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	U	0.070	Ü	0.070	O
Asda Walmart Supercentre, Tamworth, Ventura Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Asda, Burton-On-Trent	2.0%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2
Asda, Sinfin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Melbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch, 73 Market Street																
Co-operative Food, Ashby-de-la-Zouch, 9 Derby Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton-Under-Needwood																
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borrowash																
Co-operative Food, Burton-On-Trent, 24 Main Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burton-On-Trent,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horninglow Road North Co-operative Food, Burton-On-Trent, James	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brindley Way Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-On-Trent, Princess Way Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-On-Trent, Unit 8, The Precinct, Main Street	0.0%	U	0.0%	U	0.070	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
Co-operative Food, Castle Donington, 35-37 Borough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street Co-operative Food, Castle Donington, Station Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1270 London Road																
Co-operative Food, Derby, 187 Blenheim Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 2 Swarkestone Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 242 Chellaston Road Co-operative Food, Derby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
27 Crayford Road Co-operative Food, Derby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
43 Sussex Circus Co-operative Food, Derby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
434 Stenson Road Co-operative Food, Derby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
471-473 Burton Road Co-operative Food, Derby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
co operative rood, Derby,	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	9

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	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1	l	C2DE		
49 Park Farm Centre, Park Farm Drive																	
Co-operative Food, Derby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
49 Smalley Drive Co-operative Food, Derby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
497 Nottingham Road Co-operative Food, Derby, 622 Osmaston Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Derby, 69 Prince Charles Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Derby, 840 Osmaston Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Derby, 93 Holbrook Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Derby, Ashbourne Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Derby, Scarborough Rise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Derby, Station Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Derby, Stenson Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Derby, Unit 1 Oakwood District Centre, Danebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crescent Co-operative Food, Derby, Unit 1, Heatherton District Centre, Hollybrook Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Derby, Wollaton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Dordon, 70 New Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Dordon, High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Draycott Co-operative Food, Hilliard's	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Cross Co-operative Food, Ibstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Kegworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Lichfield, 1 Boley Park Centre, Ryknild Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Lichfield, 75a Marks Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Lichfield, Curborough Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Nottingham, 473- 479	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamworth Road Co-operative Food, Nottingham, Draycott Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Overseal Co-operative Food,	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Rolleston-on-Dove Co-operative Food, Rosliston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Spondon, 1 Chapel Side, Chapel Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Spondon, 68-70 Sitwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Stapenhill, 129 Stanton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Stapenhill, 226 Woods Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	⊠0.	0.0%	0	

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	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
Co-operative Food, Tamworth, 107 Amington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road Co-operative Food, Tamworth, 1-5 Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Street Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamworth, 251 Glascote Road Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamworth, 264 Tamworth Road																	
Co-operative Food, Tamworth, 9 Coton Green Precinct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Tamworth, Brent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Whittington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Whitwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Willington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Winshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Derby, 22-24 Albert Street Farmfoods, Derby, 27 Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farm Centre, Park Farm Drive	0.070	U		V		Ü		U		U				U			
Farmfoods, Derby, Ascot Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Derby, 1295-1305 London Road Iceland, Derby, 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northview, Burton Road Iceland, Derby, 27-29 Albion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Street																	
Iceland, Derby, 490-492 Nottingham Road Iceland, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Swadlincote	6.9%	7	15.2%	5	2.9%	2	6.9%	2	5.7%	2	7.9%	3	2.4%	1	10.0%	6	
Iceland, Tamworth	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Derby, 469-479 Nottingham Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Derby, Southgate Retail Park, Normanton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Tamworth M Local, Derby, 29-31 Ashbourne Road	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
M Local, Derby, Lexington Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Foodhall, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Foodhall, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Foodhall, Tamworth, Ventura Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Simply Food, Derby, Royal Derby Hospital, Uttoxeter Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Simply Food, Derby, Unit 8b, Kingsway Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park M&S Simply Food, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Burton-On-Trent	2.0%	2	3.0%	1	1.4%	1	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1	
Morrisons, Coalville	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	

						Г	or w	U	Г								July 2
	Total		Male		Female		16 - 34		35 - 54	ı	55 +		ABC1		C2DE		
Morrisons, Derby	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1	
Morrisons, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Swadlincote	38.2%	39	45.5%	15	34.8%	24	20.7%	6	48.6%	17	42.1%	16	33.3%	14	41.7%	25	
Morrisons, Tamworth, Hilmore Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Tamworth, Upper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gungate Sainsburys Local,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burton-On-Trent, 87 Burton Road	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.076	U	0.0%	U	0.0%	U	0.0%	U	
Sainsburys Local, Burton-On-Trent,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Horninglow Road Sainsburys Local, Derby, 10 Morley Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsburys Local, Derby, 121 Nuns Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsburys Local, Derby, 125 Kedleston Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsburys Local, Derby, 55 Station Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsburys Local, Derby, 71-77, Farm Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsburys Local, Nottingham, 375	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamworth Road Sainsburys Local, Swadlincote, Glamorgan Way	2.9%	3	6.1%	2	1.4%	1	0.0%	0	2.9%	1	5.3%	2	2.4%	1	3.3%	2	
Sainsburys Local, Swadlincote, High Street	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1	
Sainsburys, Burton-On-Trent	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1	
Sainsburys, Derby, 1 Peak	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Drive Sainsburys, Derby, 2-6 Copecastle Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsburys, Derby, Kingsway Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsburys, Derby, Wyvern Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsburys, Swadlincote	6.9%	7	6.1%	2	7.2%	5	6.9%	2	11.4%	4	2.6%	1	9.5%	4	5.0%	3	
Sainsburys, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Derby, 10 Blenheim Parade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Derby, 1255-1263 London Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Derby, 25 Derby Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Derby, Stenson Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Hilton Tesco Express, Lichfield	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Tesco Express, Licinied Tesco Express, Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Nottingham, 5 Cranfleet Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Shepshed Tesco Express, Stapenhill, 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Best Avenue Tesco Express, Stapenhill, Stanton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Swadlincote, 42 High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Swadlincote, Common Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Swadlincote, Hearthcote Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Tamworth, 13a-15 Coleshill Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Tamworth, 284 Tamworth Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Lichfield Tesco Metro, Derby, 7-11 St Peters Street	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Tesco, Ashby-De-La-Zouch	2.9%	3	0.0%	0	4.3%	3	6.9%	2	2.9%	1	0.0%	0	7.1%	3	0.0%	0	

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	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
Tesco, Burton-upon-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco, Derby, Kipling Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Allestree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.0%	0	
Alrewas Alvaston	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Anglesey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Armitage with Handsacre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ashby-de-la-Zouch	1.0%	1	3.0%	1	0.0%	Ö	0.0%	Ö	0.0%	0	2.6%	1	2.4%	1	0.0%	Ö	
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Boulton Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Branston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brizlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burton upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castle Donington Cavendish	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Chaddesden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chelleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Church Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cropston Drive, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donisthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eton Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fazeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Findern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fradley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	
Hackwood Farm Hilton	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	
Horninglow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ibstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kegworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Littleover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
Lullington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mackworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Measham Melbourne	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Mickleover	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moira	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Netherseal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Normanton & Pear Tree Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Norris Hil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oakwood Overseal	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Repton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Roliston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rykneld Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shenstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shobnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Simsby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sinfin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stretton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamworth Ticknall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ticknall Uttoxiter	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Walsall	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0	
Walton upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6% 0.0%	0	0.0%	0	0.0%	0	
Whittington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Willington	0.0%	U	0.070	0			0.070	U	0.070	0	0.070				0.070		
Willington Winshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Male		Femal	e	16 - 34	ļ	35 - 54		55 +		ABC1		C2DE	,
Aldi, St Mary's Gate, Sheffield	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Asda online	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Don't do a main food shop	2.9%	3	6.1%	2	1.4%	1	10.3%	3	0.0%	0	0.0%	0	4.8%	2	1.7%	1
Nisa, West St, Swadlincote	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco, High St, Heanor	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
(Can't remember)	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Base:		102		33		69		29		35		38		42		60
Q17 Why do you choose Those who did not ment	•			shop	at (LOC	CATIO	ON AT Q.	16) ו	ather tha	n Sv	vadlincot	e to	vn centre	e? [N	/IR]	
Accessibility by bus	5.0%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	12.5%	1
Accessibility by 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
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.0%	1	0.0%	0	7.1%	1	0.0%	0	33.3%	1	0.0%	0	8.3%	1	0.0%	0
Choice of shops nearby selling non-food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nearer to home	50.0%	10	33.3%	2	57.1%	8	22.2%	2	33.3%	1	87.5%	7	50.0%	6	50.0%	4
Nearer to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores are too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility to Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure services nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks / financial	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
services Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of non-food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling non-food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night) Shopping environment	0.0% 5.0%	0	0.0% 0.0%	0	0.0% 7.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 12.5%	0	0.0% 0.0%	0	0.0% 12.5%	0 1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good offers in the store	5.0%	1	0.0%	0	7.1%	1	11.1%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Habit	10.0%	2	0.0%	0	14.3%	2	22.2%	2	0.0%	0	0.0%	0	8.3%		12.5%	1
Online Shop	5.0%	1	16.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	8.3%	1	0.0%	0
(Don't know / no reason)	20.0%	4	33.3%	2		2		4	0.0%	0	0.0%	0	16.7%		25.0%	2
Base:		20		6		14		9		3		8		12		8
Q18 How do you usually Those who did not men				AT Q	.16)?											
Cor / you (as daive-)	40.00/	0	50.00/	2	25 70/	_	44.40/	4	22 20/	1	27 50/	2	59.20/	7	12.50/	1
Car / van (as driver) Car / van (as passenger)	40.0% 20.0%	8 4	50.0% 0.0%	3	35.7% 28.6%	5 4	44.4% 11.1%	4 1	33.3% 33.3%	1 1		3 2	58.3% 25.0%	3	12.5% 12.5%	1 1
Bus, minibus or coach	5.0%	1	16.7%	1	0.0%	0	0.0%	0	0.0%			1	0.0%		12.5%	1
Motorcycle, scooter or	10.0%	2	0.0%	0	14.3%	2	0.0%	0	0.0%	0	25.0%	2	0.0%	0		2
moped																
Walk Taxi / minicab	5.0% 0.0%	1	0.0%	0	7.1% 0.0%	1	11.1% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	12.5% 0.0%	1
Train	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combined (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	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)	10.0%	2	16.7%	1	7.1%	1		2	0.0%	0	0.0%	0	8.3%		12.5%	1
(Do not travel, goods delivered)	10.0%	2	16.7%	1	7.1%	1	11.1%	1	33.3%	1	0.0%	0	8.3%	1	12.5%	1
Base:		20		6		14		9		3		8		12		8

Swadlincote In Centre Survey For WYG Page 12 July 2015

						Г	OI VV	1 (J								July 2015
	Tota	1	Male	;	Female		16 - 34		35 - 54	ļ	55 +		ABC1		C2DE	1	
Q19 Will you buy anythir	ng other	than	food go	ods t	oday whil	st iı	n Swadlin	cote	e town ce	entre	? [MR]						
Yes – clothing and footwear	9.8%	10	9.1%	3	10.1%	7	10.3%	3	8.6%	3	10.5%	4	9.5%	4	10.0%	6	
Yes – books, CDs and DVDs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yes – small household good, including jewellery, clocks and ornaments	11.8%	12	15.2%	5	10.1%	7	6.9%	2	17.1%	6	10.5%	4	9.5%	4	13.3%	8	
Yes – toys, games, bicycles and recreation goods	2.9%	3	3.0%	1	2.9%	2	6.9%	2	0.0%	0	2.6%	1	0.0%	0	5.0%	3	
Yes – chemist and health and beauty products	7.8%	8	9.1%	3	7.2%	5	6.9%	2	8.6%	3	7.9%	3	11.9%	5	5.0%	3	
Yes – electrical items such as televisions, washing machines and computers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yes – DIY and gardening goods	4.9%	5	9.1%	3	2.9%	2	3.4%	1	5.7%	2	5.3%	2	4.8%	2	5.0%	3	
No	38.2%	39	42.4%	14	36.2%	25	37.9%	11	31.4%	11	44.7%	17	40.5%	17	36.7%	22	
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	
Yes - cards	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1	
Yes - pet goods	2.9%	3	0.0%	0	4.3%	3	3.4%	1	0.0%	0	5.3%	2	0.0%	0	5.0%	3	
Yes - photographs	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1	
(Don't know)	22.5%	23	15.2%	5	26.1%	18	27.6%	8	28.6%	10	13.2%	5	28.6%	12	18.3%	11	
Base:		102		33		69		29		35		38		42		60	

						_	01 11	• 0	•							J
	Total		Male		Female)	16 - 34		35 - 54		55 +		ABC1		C2DE	
Q20 Where (centre / facili	ty) did y	ou la	st shop	for n	on-food	good	s? [MR]									
Allenton (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allestree (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alrewas (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvaston (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anglesey (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armitage with Handsacre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Centre)	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Ashby de la Zouch (Centre) Ashby-de-la-Zouch, Nottingham Road Retail	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Park Ashby-de-la-Zouch, Rushtons Yard Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boulton Moor (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branston (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brizlincote (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent (Centre)	10.8%	11	15.2%	5	8.7%	6	13.8%	4	11.4%	4	7.9%	3	7.1%	3	13.3%	8
Burton Upon Trent , Lichfield Street - Blockbuster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent, 2 Union Street - Former Comet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent, Albion Gateway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent, Anglesey Business Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent, Branston Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent, Burton Upon Trent - Family Bargains	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent, Centrum East Retail Park	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Burton Upon Trent, Coopers Square Shopping Centre	5.9%	6	3.0%	1	7.2%	5	13.8%	4	0.0%	0	5.3%	2	9.5%	4	3.3%	2
Burton Upon Trent, Middleway Retail & Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent, St Peters Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent, The Octagon Shopping Centre	2.9%	3	3.0%	1	2.9%	2	6.9%	2	2.9%	1	0.0%	0	2.4%	1	3.3%	2
Burton Upon Trent, Wellington Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent, Wellington Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cavendish (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesden (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelleston (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Gresley (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville, Capri Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville, Cropston Drive (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville, The Belvoir Shopping Centre	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Coalville, Thornborough Retail Park Coalville, Whitwick Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Derby (Centre)	5.9%	6	0.0%	0	8.7%	6	0.0%	0	8.6%	3	7.9%	3	4.8%	2	6.7%	4
Derby, Ascot Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Derby, Bradshaw Way Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park																
	2.0% 0.0%	2	3.0% 0.0%	1	1.4% 0.0%	1	3.4% 0.0%	1	2.9% 0.0%	1	0.0% 0.0%	0	4.8% 0.0%	2	0.0% 0.0%	0

						Г	OL AA	16	Г								July 20
	Tota	ıl	Male)	Femal	e	16 - 34		35 - 54	l	55 +		ABC1	L	C2D1	E	
Derby, Goodwood Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Retail Park Derby, London Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derby, Osmaston Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derby, Pride Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derby, Sinfin Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derby, Southgate Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derby, Wyvern Way - Boots / Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donisthorpe (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eton Park (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fazeley (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Findern (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fradley (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hackwood Farm (Centre) Horninglow (Centre)	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Ibstock (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kegworth (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	
Leicester (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Leicester, Fosse Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shopping Centre Lichfield (Centre)	2.0%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2	
Littleover (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Loughborough (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lullington (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mackworth (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Measham (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Melbourne (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mickleover (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moira (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Netherseal (Centre) Newhall (Centre)	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Normanton & Pear Tree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road (Centre)	0.070	Ü	0.070	Ü	0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070		0.070	Ü	
Norris Hil (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nottingham (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oakwood (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Overseal (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Repton (Centre) Roliston (Centre)	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Rugeley (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shobnall (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Simsby (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	0.0%	0	0.0%	Ö	
Sinfin (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stapenhill (Centre)	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1	
Stretton (Centre)	2.0%	2	0.0%	0	2.9%	2	0.0%	0	5.7%	2	0.0%	0	4.8%	2	0.0%	0	
Swadlincote (Centre)	45.1%	46	45.5%	15	44.9%	31	37.9%	11	57.1%	20	39.5%	15	42.9%	18	46.7%	28	
Swadlincote, Hepworth Retail Park	2.9%	3	6.1%	2	1.4%	1	3.4%	1	0.0%	0	5.3%	2	4.8%	2	1.7%	1	
Swadlincote, The Pipeworks	8.8%	9	6.1%	2	10.1%	7	6.9%	2	5.7%	2	13.2%	5	4.8%	2	11.7%	7	
Swadlincote, The Rink	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	
Shopping Centre																	
Tamworth (Centre)	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	
Tamworth, Ankerside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamworth, Middle Entry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamworth, Snowdome	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamworth, The Precinct	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	Ö	
Tamworth, Ventura Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Ticknall (Centre) Uttoxiter (Centre)	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Walsall (Centre)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0	
Walton upon Trent (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whittington (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitwick (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Willington (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	0.0%	0	
Winshill (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Woodville (Centre)	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	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	
Solihull	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0	
Online	2.9%	3	6.1%	2	1.4%	1	3.4%	1	5.7%	2	0.0%	0	4.8%	2	1.7%	1	
Base:		102		33		69		29		35		38		42		60	

Page 15 July 2015

						F	or V	V Y C	Ì							
	Tot	al	Mal	le	Femal	le	16 - 3	34	35 -	54	55 -	+	ABO	C1	C2D	E
Mean score: [Visi	ts per we	ek]														
Q21 How frequently de	o you visi	t (LOC	ATION	AT Q.	20) for n	on-fo	od god	ds?								
Everyday 2-3 times a week Once a week Once a fortnight Once a month Less than once a month Never Mean: Base:	5.9% 29.4% 21.6% 15.7% 17.6% 7.8% 2.0%	6 30 22 16 18 8 2 1.52	6.1% 33.3% 18.2% 6.1% 24.2% 9.1% 3.0%	2 11 6 2 8 3 1 1.56	5.8% 27.5% 23.2% 20.3% 14.5% 7.2% 1.4%	4 19 16 14 10 5 1 1.50 69	0.0% 37.9% 27.6% 13.8% 13.8% 3.4% 3.4%	0 11 8 4 4 1 1 1.35	8.6% 25.7% 17.1% 17.1% 22.9% 5.7% 2.9%	3 9 6 6 8 2 1 1.59	7.9% 26.3% 21.1% 15.8% 15.8% 13.2% 0.0%	3 10 8 6 6 5 0 1.58	0.0% 35.7% 23.8% 19.0% 16.7% 2.4% 2.4%	0 15 10 8 7 1 1 1.30	10.0% 25.0% 20.0% 13.3% 18.3% 11.7% 1.7%	6 15 12 8 11 7 1 1.67
Mean score: [£] Q22 Approximately ho	w much (did voi	ısnend	l on v	our last v	visit t	o (I OC	ΔΤΙΩΝ	I AT O2	20) on	non-for	od god	nds?			
Nothing Up to £5 £6-£10 £11-£15 £16-£20 £21-£25 £26-£50 £51-£75 £76-£100 More than £100 (Don't know / can't remember)	2.0% 7.8% 10.8% 6.9% 11.8% 12.7% 21.6% 9.8% 4.9% 3.9%	2 8 11 7 12 13 22 10 8 5 4	6.1% 6.1% 3.0% 6.1%	2 2 2 1 2 4 7 3 4 3 2 3	0.0% 8.7% 14.5% 7.2% 11.6% 8.7% 27.5% 8.7% 7.2% 4.3% 1.4%	0 6 10 5 8 6 19 6 5 3	6.9% 6.9% 10.3% 3.4% 6.9% 31.0% 13.8% 3.4% 6.9% 3.4%	2 2 3 1 2 2 9 4 1 2 1	0.0% 8.6% 17.1% 8.6% 17.1% 14.3% 11.4% 2.9% 5.7% 0.0%	0 3 6 3 6 5 5 4 1 2	0.0% 7.9% 5.3% 7.9% 10.5% 15.8% 21.1% 5.3% 15.8% 2.6% 7.9%	0 3 2 3 4 6 8 2 6 1 3	2.4% 7.1% 7.1% 9.5% 7.1% 19.0% 23.8% 7.1% 11.9% 2.4%	1 3 3 4 3 8 10 3 5 1	1.7% 8.3% 13.3% 5.0% 15.0% 8.3% 20.0% 11.7% 5.0% 6.7% 5.0%	1 5 8 3 9 5 12 7 3 4 3
Mean:		35.78		37.82		34.88		38.77		31.30		37.87		34.24		36.89

69

29

35

38

42

60

Base:

102

33

Page 16 July 2015

Q23 Why do you choose Those who did not ment Accessibility by bus	7.0% 0.0% 0.0% 2.3%			N AT	Q.20) fo	n noi										
	0.0% 0.0% 2.3%				,		1-100d SI	поррі	ing inste	ad of	Swadlir	ncote	town ce	entre'	? [MR]	
	0.0% 2.3%	0	7.1%	1	6.9%	2	7.1%	1	0.0%	0	12.5%	2	5.0%	1	8.7%	2
Accessibility by train	2.3%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision		1	0.0%	0	3.4%	1	7.1%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Choice of food goods available	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of shops nearby selling non-food goods	34.9%	15	28.6%	4	37.9%	11	21.4%	3	46.2%	6	37.5%	6	40.0%	8	30.4%	7
Choice of shops selling food	7.0%	3	7.1%	1	6.9%	2	7.1%	1	0.0%	0	12.5%	2	15.0%	3	0.0%	0
goods Cleanliness	2.3%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	5.0%	1	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
		8	14.3%	2	20.7%		21.4%	3	7.7%			4			8.7%	2
Nearer to home	18.6%	0				6 0				1	25.0%	0	30.0%	6		0
Nearer to work	0.0%		0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	
Other stores are too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility to Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure services nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks / financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	2.3%	1	0.0%	0	3.4%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Quality of non-food goods	11.6%	5	0.0%	0	17.2%	5	14.3%	2	15.4%	2	6.3%	1	0.0%	0	21.7%	5
Quality of shops selling food goods	7.0%	3	7.1%	1	6.9%	2	0.0%	0	7.7%	1	12.5%	2	0.0%	0	13.0%	3
Quality of shops selling non-food goods	27.9%	12	35.7%	5	24.1%	7	21.4%	3	38.5%	5	25.0%	4	15.0%	3	39.1%	9
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	7.0%	3	14.3%	2	3.4%	1	14.3%	2	0.0%	0	6.3%	1	5.0%	1	8.7%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's undercover	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	4.3%	1
Just for a change	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	4.3%	1
Online is easier	4.7%	2	14.3%	2	0.0%	0	7.1%	1	7.7%	1	0.0%	0	5.0%	1	4.3%	1
Upmarket town	2.3%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	5.0%	1	0.0%	0
•		6	7.1%	1	17.2%	5	21.4%	3	15.4%	2		1	15.0%	3	13.0%	3
(Don't know / no reason) Base:	14.0%	43	7.1%	14	17.2%	29	21.4%	14	15.4%	13	6.3%	16	15.0%	20	13.0%	23
Q24 How do you usually Those who did not ment				TION	AT Q.20)?										
Car / van (as driver)	37.2%	16	42.9%	6	34.5%	10	28.6%	4	61.5%	8	25.0%	4	40.0%	8	34.8%	8
Car / van (as passenger)	11.6%	5	7.1%	1	13.8%	4	21.4%	3	7.7%	1	6.3%	1	15.0%	3	8.7%	2
Bus, minibus or coach	27.9%	12	21.4%	3	31.0%	9	21.4%	3	0.0%	0	56.3%	9	15.0%	3	39.1%	9
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	2.3%	1	0.0%	0	3.4%	1	7.1%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Taxi / minicab	0.0%	0	0.0%	0	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
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combined (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	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)	16.3%	7	14.3%	2	17.2%	5	14.3%	2	23.1%	3	12.5%	2	20.0%	4	13.0%	3
(Do not travel, goods delivered)	4.7%	2	14.3%	2	0.0%	0	7.1%	1	7.7%	1	0.0%	0	5.0%	1	4.3%	1
Base:		43		14		29		14		13		16		20		23

Page 17 July 2015

						Г	OI V	VIC	T								July 2
	Tota	al	Ma	le	Fem	ale	16 -	34	35 -	54	55 -	+	ABO	C1	C2D	E	
Mean score: [Visits	per wee	ek]															
Q25 How frequently do y Those who did not men	•				centre	for no	n-food	shopp	oing?								
					0.00/		0.004		0.004		0.004		0.00/		0.00/		
Everyday 2-3 times a week	0.0% 4.7%	0 2	0.0% 7.1%	0 1	0.0% 3.4%	0 1	0.0% 0.0%	0	0.0% 7.7%	0 1	0.0% 6.3%	0	0.0% 5.0%	0	0.0% 4.3%	0 1	
Once a week	16.3%	7	7.1%	1	20.7%	6	21.4%	3	7.7%	1	18.8%	3	25.0%	5	8.7%	2	
Once a fortnight	23.3%	10	7.1%	1	31.0%	9	28.6%	4	23.1%	3	18.8%	3	20.0%	4	26.1%	6	
Once a month	18.6%	8	35.7%	5	10.3%	3	0.0%	0	30.8%	4	25.0%	4	20.0%	4	17.4%	4	
More than once a month	9.3%	4	7.1%	1	10.3%	3	21.4%	3	0.0%	0	6.3%	1	5.0%	1	13.0%	3	
Never	16.3%	7	14.3%	2	17.2%	5	14.3%	2	23.1%	3	12.5%	2	15.0%	3	17.4%	4	
(Don't know/varies)	11.6%	5	21.4%	3	6.9%	2	14.3%	2	7.7%	1	12.5%	2	10.0%	2	13.0%	3	
Mean:		0.55		0.52		0.56		0.48		0.54		0.61		0.62		0.48	
Base:		43		14		29		14		13		16		20		23	
Mean score: [£]																	
Q26 How much have you	u spent	or wil	l you s	pend t	oday in	Swad	lincote	town	centre	on nor	n-food s	shoppi	ing?				
Nothing	24.5%	25	24.2%	8	24.6%	17	20.7%	6	28.6%	10	23.7%	9	26.2%	11	23.3%	14	
Up to £5	12.7%	13	21.2%	7	8.7%	6	10.3%	3	14.3%	5	13.2%	5	7.1%	3	16.7%	10	
£6-£10	11.8%	12	6.1%	2	14.5%	10	6.9%	2	17.1%	6	10.5%	4	14.3%	6	10.0%	6	
£11-£15	5.9%	6	3.0%	1	7.2%	5	6.9%	2	5.7%	2	5.3%	2	7.1%	3	5.0%	3	
£16-£20	7.8%	8	6.1%	2	8.7%	6	13.8%	4	0.0%	0	10.5%	4	7.1%	3	8.3%	5	
£21-£25	7.8%	8	12.1%	4	5.8%	4	0.0%	0	5.7%	2	15.8%	6	2.4%	1	11.7%	7	
£26-£50	11.8%		15.2%	5	10.1%	7	17.2%	5	8.6%	3	10.5%	4	4.8%	2		10	
£51-£75 £76-£100	2.9% 2.0%	3 2	3.0% 0.0%	1	2.9% 2.9%	2 2	3.4% 0.0%	1 0	2.9% 2.9%	1 1	2.6% 2.6%	1	4.8%	2 2	1.7% 0.0%	1	
More than £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1 0	4.8% 0.0%	0	0.0%	0	
(Refused)	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0	
(Don't know)	11.8%	12	6.1%	2	14.5%	10	20.7%	6	11.4%	4	5.3%	2	19.0%	8	6.7%	4	
Mean:		14.29		12.88		15.00		16.24		12.52		14.51		16.32		13.09	
Base:		102		33		69		29		35		38		42		60	
Q27 Which of these state								quently	/ you vi	sit Sw	adlinco	ote tow	n cent	re, coı	npared	to with	n before
the Pipeworks rede	-		_		_			_									
Much more frequently than before	11.8%	12	6.1%	2	14.5%	10	17.2%	5	11.4%	4	7.9%	3	9.5%	4	13.3%	8	
More frequently than before	7.8%	8	3.0%	1	10.1%	7	3.4%	1	11.4%	4	7.9%	3	7.1%	3	8.3%	5	
About as frequently	66.7%	68	75.8%	25	62.3%	43	62.1%	18	60.0%	21	76.3%	29	73.8%	31	61.7%	37	
Much less frequently than before	3.9%	4	0.0%	0	5.8%	4	0.0%	0	5.7%	2	5.3%	2	2.4%	1	5.0%	3	
Didn't visit five years ag	5.9%	6	9.1%	3	4.3%	3		3	5.7%	2	2.6%	1	4.8%	2	6.7%	4	
This is my first visit	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less frequently than before	3.9%	4	6.1%	2	2.9%	2	6.9%	2	5.7%	2	0.0%	0	2.4%	1	5.0%	3	
Base:		102		33		69		29		35		38		42		60	
Q28 The high street is co	urrently	pede	strianis	ed bet	tween 1	0am a	nd 4pn	n. Do y	ou thin	k it sh	ould b	e pede	striani	sed fo	r:		
As existing, from 10am-4pm A shorter period within the	73.5% 1.0%	75 1	81.8% 0.0%		69.6% 1.4%	48 1	65.5% 0.0%	19 0	71.4% 0.0%	25 0	81.6% 2.6%	31 1	69.0% 2.4%	29 1	76.7% 0.0%	46 0	
day A longer period within the	9.8%	10	6.1%				10.3%	3	14.3%	5	5.3%	2	11.9%	5	8.3%	5	
day																	
Pedestrianised all of the time	6.9%	7	6.1%		7.2%	5	6.9%	2	8.6%	3	5.3%	2	4.8%	2	8.3%	5	
Not pedestrianised at all	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	0.0%	0	3.3%	2	
(Don't know)	6.9%	7	6.1%		7.2%	5	13.8%	4	2.9%	1	5.3%	2	11.9%	5	3.3%	2	
Base:		102		33		69		29		35		38		42		60	

Page 18 July 2015

						_	01 1	'	•								July
	Tota	al	Ma	le	Fema	ıle	16 - 3	34	35 - 5	54	55 +	+	ABC	:1	C2D	E	
Mean score: [Visits	per wee	ek]															
Q29 How often do you vi	isit Swa	dlinco	ote tow	n cent	re in the	e even	ing?										
Daily	3.9%	4	3.0%	1	4.3%	3	6.9%	2	2.9%	1	2.6%	1	2.4%	1	5.0%	3	
Once a week or more	4.9%	5	6.1%	2	4.3%	3	10.3%	3	5.7%	2	0.0%	0	4.8%	2	5.0%	3	
Less than once a week	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1	
Less than once a fortnight	9.8%	10	6.1%	2	11.6%	8	17.2%	5	11.4%	4	2.6%	1	16.7%	7	5.0%	3	
Less than once a money Never	9.8% 68.6%	10 70	12.1% 72.7%	4 24	8.7% 66.7%	6 46	3.4% 62.1%	1 18	11.4% 62.9%	4 22	13.2% 78.9%	5 30	11.9% 61.9%	5 26	8.3% 73.3%	5 44	
(Don't know / varies)	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1	
Mean:		0.38		0.30		0.41		0.64		0.33		0.21		0.28		0.44	
Base:		102		33		69		29		35		38		42		60	
Q30 What is the main rea	ason vo		t Swadl		town c		in the e		a?	33		50		.2		00	
Those who visit in the e	-	u visi	. Owaa			CITTIC		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	a.								
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Evening Non food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eat in a cafe or restaurant	9.4%	3	11.1%	1	8.7%	2	9.1%	1	15.4%	2	0.0%	0	6.3%	1	12.5%	2	
Eat in a restaurant	28.1%	9	22.2%	2	30.4%	7	27.3%	3	15.4%	2	50.0%	4	37.5%	6	18.8%	3	
Go to the cinema Go to a concert/gig	6.3% 0.0%	2	0.0%	0	8.7% 0.0%	2	9.1% 0.0%	1 0	7.7% 0.0%	1	0.0%	0	6.3% 0.0%	1	6.3% 0.0%	1	
Go to the gym	3.1%	1	0.0%	0	4.3%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	6.3%	1	
Visit a bar	6.3%	2	11.1%	1	4.3%	1	0.0%	0	15.4%	2	0.0%	0	6.3%	1	6.3%	1	
Visit a pub	15.6%	5	44.4%	4	4.3%	1	18.2%	2	7.7%	1	25.0%	2	6.3%	1	25.0%	4	
Work / School / College	6.3%	2	0.0%	0	8.7%	2	9.1%	1	7.7%	1	0.0%	0	6.3%	1	6.3%	1	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons Swadlincote	12.5%	4	0.0%	0	17.4% 4.3%	4	9.1%	1 0	15.4%	2	12.5%	1	12.5%	2	12.5%	2	
Pick up a take away To play snooker	3.1% 3.1%	1 1	0.0% 0.0%	0	4.3%	1 1	0.0% 9.1%	1	7.7% 0.0%	1 0	0.0% 0.0%	0	6.3% 0.0%	1 0	0.0% 6.3%	0 1	
Use a cash point	6.3%	2		1	4.3%	1	9.1%	1	0.0%	0	12.5%	1	12.5%	2	0.0%	0	
Base:		32		9		23		11		13		8		16		16	
Q31 What else do you te	nd to do		st visiti		Swadli		town c		in the e		a? [MR]						
Those who visit in the e				Ū													
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Evening Non food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eat in a cafe or restaurant	3.1%	1	0.0%	0	4.3%	1	0.0%	0	7.7%	1	0.0%	0	6.3%	1	0.0%	0	
Eat in a restaurant Go to the cinema	12.5% 6.3%	4 2	0.0% 11.1%	0 1	17.4% 4.3%	4 1	18.2% 0.0%	2	7.7% 15.4%	1 2	12.5% 0.0%	1 0	12.5% 12.5%	2 2	12.5% 0.0%	2	
Go to the cinema Go to a concert/gig	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Go to the gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Visit a bar	6.3%	2		1	4.3%	1	18.2%	2	0.0%	0	0.0%	0	12.5%	2	0.0%	0	
Visit a pub	25.0%	8	33.3%	3	21.7%	5	27.3%	3	23.1%	3	25.0%	2	18.8%	3	31.3%	5	
Work / School / College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other (PLEASE WRITE IN) No reason / no other reason	0.0% 56.3%	0 18	0.0% 44.4%	0	0.0% 60.9%	0 14	0.0% 45.5%	0 5	0.0% 53.8%	0 7	0.0% 75.0%	0 6	0.0% 50.0%	0	0.0% 62.5%	0 10	
Base:	30.370	32	 /0	9	00.770	23	73.370	11	33.670	13	73.070	8	30.070	16	02.570	16	
Mean score: [Minute	-e1	3 2				-20										10	
-	-	nond	in Swa	dlinco	sto town	contr	o durin	a tha	ovonino	ı / nial	n#2						
Q32 How long do you ty	-									_		2	0.50/	4	1.70/		
Up to 1 hour 1 to 2 hours	4.9% 3.9%	5 4	3.0% 3.0%	1 1	5.8% 4.3%	4	3.4% 6.9%	1 2	5.7% 2.9%	2	5.3% 2.6%	2	9.5% 2.4%	4 1	1.7% 5.0%	1	
2 to 4 hours	12.7%	13	18.2%	6	10.1%	7	10.3%	3	17.1%	6	10.5%	4	16.7%	7	10.0%	6	
Over 4 hours	6.9%	7	6.1%	2	7.2%	5	10.3%	3	11.4%	4	0.0%	0	7.1%	3	6.7%	4	
Don't visit in the evening	67.6%	69	69.7%	23	66.7%	46	62.1%	18	60.0%	21	78.9%	30	61.9%	26	71.7%	43	
(Don't know / varies)	3.9%	4	0.0%	0	5.8%	4	6.9%	2	2.9%	1	2.6%	1	2.4%	1	5.0%	3	
Mean:	1	161.03		172.00	i	155.26		170.00	i	74.62	1	24.29	Ì	50.00		172.86	
Base:		102		33		69		29		35		38		42		60	
2000.		102		33		37		2)		33		30		-+2		50	

Page 19 July 2015

Swadlincote In Centre Survey For WYG

Total Male Female 16 - 34 35 - 54 55 + ABC1 C2DE

[Much better=5, Better=4, About the same=3, Worse=2, Much worse=1]

Q33 Comparing Swadlincote town with other surrounding centres of a similar size (Coalville, Ashby De La Zouch and Uttoxeter) how does it compare on the following aspects?

compare on the fo	ollowing a	spect	s?	cuiro	unung	00	JO 0. u .	Ja	. 0.20 (Journ	, ,	., <u>.</u> .		o a	u ollox	0.0.,
Choice of shops																
Much better Better	5.9% 15.7%	6 16	3.0% 15.2%	1 5	7.2% 15.9%	5 11	6.9% 6.9%	2 2	2.9% 20.0%	1 7	7.9% 18.4%	3 7	4.8% 7.1%	2 3	6.7% 21.7%	4 13
About the same	20.6%	21	21.2%	7	20.3%	14	13.8%	4	25.7%	9	21.1%	8	26.2%	11	16.7%	10
Worse	31.4%	32	24.2%	8	34.8%	24	34.5%	10	31.4%	11	28.9%	11	40.5%	17	25.0%	15
Much worse	9.8%	10	9.1%	3	10.1%	7	20.7%	6	8.6%	3	2.6%	1	9.5%	4	10.0%	6
(Don't know)	16.7%	17	27.3%	9	11.6%	8	17.2%	5	11.4%	4	21.1%	8	11.9%	5	20.0%	12
Mean: Base:		2.72 102		2.71		2.72		2.33		2.74		<i>3.00</i> 38		2.51 42		2.88
				33		09		29		33		30		42		00
Choice of High St	reet name	es														
Much better	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
Better	14.7%	15	15.2%	5	14.5%	10	10.3%	3	14.3%	5	18.4%	7	7.1%	3	20.0%	12
About the same	20.6%	21	18.2%	6	21.7%	15	10.3%	3	28.6%	10	21.1%	8	21.4%	9	20.0%	12
Worse	29.4%	30	24.2%	8	31.9%	22	34.5%	10	28.6%	10	26.3%	10	38.1%	16	23.3%	14
Much worse	12.7%	13	9.1%	3	14.5%	10	20.7%	6 7	14.3%	5	5.3%	2	14.3%	6 7	11.7%	7
(Don't know) Mean:	20.6%	21 2.54	33.3%	11 2.59	14.5%	10 2.53	24.1%	2.14	11.4%	2.58	26.3%	10 2.82	16.7%	2.34	23.3%	14 2.70
Base:		102		33		69		29		35		38		42		60
Choice of indeper	adont sno	cialist	chone													
•	•		•													
Much better	2.0%	2	0.0%	0	2.9%	2	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1
Better About the same	16.7%	17	18.2% 12.1%	6	15.9%	11	13.8%	4	20.0%	7	15.8%	6	9.5%	4	21.7%	13
Worse	17.6% 32.4%	18 33	27.3%	4	20.3% 34.8%	14 24	10.3% 31.0%	3	20.0% 37.1%	7 13	21.1% 28.9%	8 11	19.0% 42.9%	8 18	16.7% 25.0%	10 15
Much worse	9.8%	10	9.1%	3	10.1%	7	17.2%	5	11.4%	4	2.6%	1	9.5%	4	10.0%	6
(Don't know)	21.6%	22	33.3%	11	15.9%	11	24.1%	7	11.4%	4	28.9%	11	16.7%	7	25.0%	15
Mean:	21.070	2.60	33.370	2.59	13.770	2.60	24.170	2.41	11.470	2.55	20.770	2.81	10.770	2.43	23.070	2.73
Base:		102		33		69		29		35		38		42		60
Quality of shops																
Much better	2.0%	2	0.0%	0	2.9%	2	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1
Better	14.7%	15	15.2%	5	14.5%	10	13.8%	4	11.4%	4	18.4%	7	7.1%	3	20.0%	12
About the same	20.6%	21	24.2%	8	18.8%	13	13.8%	4	20.0%	7	26.3%	10	19.0%	8	21.7%	13
Worse	35.3%	36	24.2%	8	40.6%	28	34.5%	10	42.9%	15	28.9%	11	47.6%	20	26.7%	16
Much worse	10.8%	11	12.1%	4	10.1%	7	17.2%	5	11.4%	4	5.3%	2	9.5%	4	11.7%	7
(Don't know)	16.7%	17	24.2%	8	13.0%	9	17.2%	5	14.3%	5	18.4%	7	14.3%	6	18.3%	11
Mean:		2.54		2.56		2.53		2.42		2.37		2.81		2.36		2.67
Base:		102		33		69		29		35		38		42		60
Range of services	such as	banks	and ot	her fin	ancial	servic	es									
Much better	2.9%	3	3.0%	1	2.9%	2	3.4%	1	0.0%	0	5.3%	2	4.8%	2	1.7%	1
Better	16.7%	17	9.1%	3	20.3%	14		7	14.3%	5	13.2%	5	4.8%	2	25.0%	15
About the same	44.1%	45	42.4%	14	44.9%	31		8	57.1%	20	44.7%	17	54.8%	23	36.7%	22
Worse	11.8%		12.1%	4	11.6%	8	20.7%	6	8.6%	3	7.9%	3	14.3%	6	10.0%	6
Much worse (Don't know)	3.9%	4	6.1% 27.3%	2 9	2.9% 17.4%	12	6.9% 17.2%	2 5	2.9% 17.1%	1	2.6% 26.3%	1 10	4.8% 16.7%	2 7	3.3% 23.3%	2 14
(Don t know) Mean:	20.6%	3.04	21.5%	2.88	1 / .4%	3.11	17.2%	2.96	17.1%	6 3.00	20.5%	3.14	10.7%	2.89	23.3%	14 3.15
Base:		102		33		69		29		35		38		42		60

Page 20 July 2015

Swadlincote In Centre Survey For WYG

							-									
	Tota	ıl	Mal	e	Fema	lle	16 - 3	34	35 - 5	54	55 ⊣	F	ABC	C1	C2D	E
Range and choice	of pubs /	resta /	urants													
Much better	2.0%	2	0.0%	0	2.9%	2	3.4%	1	0.0%	0	2.6%	1	0.0%	0	3.3%	2
Better	9.8%	10	12.1%	4	8.7%	6	6.9%	2	17.1%	6	5.3%	2	9.5%	4	10.0%	6
About the same	23.5%	24	21.2%	7	24.6%	17	27.6%	8	22.9%	8	21.1%	8	26.2%	11	21.7%	13
Worse	26.5%	27	21.2%	7	29.0%	20	31.0%	9	25.7%	9	23.7%	9	33.3%	14	21.7%	13
Much worse	8.8%	9	9.1%	3	8.7%	6	6.9%	2	11.4%	4	7.9%	3	9.5%	4	8.3%	5
(Don't know)	29.4%	30	36.4%	12	26.1%	18	24.1%	7	22.9%	8	39.5%	15	21.4%	9	35.0%	21
Mean:		2.57		2.57		2.57		2.59		2.59		2.52		2.45		2.67
Base:		102		33		69		29		35		38		42		60
Leisure facilities																
Much better	2.9%	3	0.0%	0	4.3%	3	6.9%	2	0.0%	0	2.6%	1	2.4%	1	3.3%	2
Better	9.8%	10	15.2%	5	7.2%	5	6.9%	2	11.4%	4	10.5%	4	7.1%	3	11.7%	7
About the same	30.4%	31	24.2%	8	33.3%	23	20.7%	6	48.6%	17	21.1%	8	40.5%	17	23.3%	14
Worse	11.8%	12	12.1%	4	11.6%	8	17.2%	5	2.9%	1	15.8%	6	11.9%	5	11.7%	7
Much worse	9.8%	10	9.1%	3	10.1%	7	13.8%	4	11.4%	4	5.3%	2	7.1%	3	11.7%	7
(Don't know)	35.3%	36	39.4%	13	33.3%	23	34.5%	10	25.7%	9	44.7%	17	31.0%	13	38.3%	23
Mean:		2.76		2.75		2.76		2.63		2.81		2.81		2.79		2.73
Base:		102		33		69		29		35		38		42		60

[Much better=5, Better=4, About the same=3, Worse=2, Much worse=1]

Q34 Comparing Swadlincote town centre with other surrounding centres of a similar size (Coalville, Ashby De La Zouch and Uttoxeter) how does it compare on the following aspects?

Town Centre envir	onment															
Much better	4.9%	5	0.0%	0	7.2%	5	6.9%	2	2.9%	1	5.3%	2	4.8%	2	5.0%	3
Better	13.7%	14	21.2%	7	10.1%	7	10.3%	3	14.3%	5	15.8%	6	9.5%	4	16.7%	10
About the same	39.2%	40	21.2%	7	47.8%	33	34.5%	10	54.3%	19	28.9%	11	47.6%	20	33.3%	20
Worse	19.6%	20	24.2%	8	17.4%	12	24.1%	7	8.6%	3	26.3%	10	19.0%	8	20.0%	12
Much worse	2.9%	3	9.1%	3	0.0%	0	3.4%	1	5.7%	2	0.0%	0	4.8%	2	1.7%	1
(Don't know)	19.6%	20	24.2%	8	17.4%	12	20.7%	6	14.3%	5	23.7%	9	14.3%	6	23.3%	14
Mean:		2.98		2.72		3.09		2.91		3.00		3.00		2.89		3.04
Base:		102		33		69		29		35		38		42		60
Cleanliness																
Much better	5.9%	6	0.0%	0	8.7%	6	10.3%	3	2.9%	1	5.3%	2	7.1%	3	5.0%	3
Better	12.7%	13	18.2%	6	10.1%	7	10.3%	3	11.4%	4	15.8%	6	11.9%	5	13.3%	8
About the same	49.0%	50	42.4%	14	52.2%	36	48.3%	14	60.0%	21	39.5%	15	64.3%	27	38.3%	23
Worse	11.8%	12	12.1%	4	11.6%	8	10.3%	3	8.6%	3	15.8%	6	2.4%	1	18.3%	11
Much worse	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
(Don't know)	19.6%	20	24.2%	8	17.4%	12	20.7%	6	14.3%	5	23.7%	9	11.9%	5	25.0%	15
Mean:		3.13		3.00		3.19		3.26		3.03		3.14		3.22		3.07
Base:		102		33		69		29		35		38		42		60
Car parking provis	ion															
Much better	17.6%	18	12.1%	4	20.3%	14	10.3%	3	28.6%	10	13.2%	5	21.4%	9	15.0%	9
Better	25.5%	26	24.2%	8	26.1%	18	24.1%	7	31.4%	11	21.1%	8	26.2%	11	25.0%	15
About the same	16.7%	17	18.2%	6	15.9%	11	27.6%	8	14.3%	5	10.5%	4	23.8%	10	11.7%	7
Worse	7.8%	8	12.1%	4	5.8%	4	3.4%	1	5.7%	2	13.2%	5	7.1%	3	8.3%	5
Much worse	2.0%	2	3.0%	1	1.4%	1	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
(Don't know)	30.4%	31	30.3%	10	30.4%	21	34.5%	10	17.1%	6	39.5%	15	19.0%	8	38.3%	23
Mean:		3.70		3.43		3.83		3.63		3.93		3.48		3.71		3.70
Base:		102		33		69		29		35		38		42		60

Page 21 July 2015

Swadlincote In Centre Survey For WYG

	Tota	ıl	Mal	e	Fema	le	16 - 3	34	35 - 5	54	55 +	-	ABC	1	C2D	E
Car parking prices																
Much better	23.5%	24	18.2%	6	26.1%	18	13.8%	4	34.3%	12	21.1%	8	26.2%	11	21.7%	13
Better	21.6%	22	21.2%	7	21.7%	15	20.7%	6	25.7%	9	18.4%	7	23.8%	10	20.0%	12
About the same	18.6%	19	24.2%	8	15.9%	11	27.6%	8	14.3%	5	15.8%	6	26.2%	11	13.3%	8
Vorse	4.9%	5	6.1%	2	4.3%	3	3.4%	1	5.7%	2	5.3%	2	2.4%	1	6.7%	4
Much worse	2.0%	2	3.0%	1	1.4%	1	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
Oon't know)	29.4%	30	27.3%	9	30.4%	21	34.5%	10	17.1%	6	36.8%	14	19.0%	8	36.7%	22
Aean:		3.85		3.63		3.96		3.68		4.00		3.79		3.85		3.84
Base:		102		33		69		29		35		38		42		60
Accessibility by bus	5															
Much better	9.8%	10	6.1%	2	11.6%	8	10.3%	3	11.4%	4	7.9%	3	11.9%	5	8.3%	5
Setter	13.7%	14	18.2%	6	11.6%	8	17.2%	5	14.3%	5	10.5%	4	7.1%	3	18.3%	11
about the same	33.3%	34	18.2%	6	40.6%	28	41.4%	12	28.6%	10	31.6%	12	40.5%	17	28.3%	17
Vorse	4.9%	5	6.1%	2	4.3%	3	3.4%	1	2.9%	1	7.9%	3	0.0%	0	8.3%	5
fuch worse	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Oon't know)	37.3%	38	48.5%	16	31.9%	22	27.6%	8	40.0%	14	42.1%	16	38.1%	16	36.7%	22
lean:		3.42		3.35		3.45		3.48		3.48		3.32		3.42		3.42
ase:		102		33		69		29		35		38		42		60
Accessibility by train	in															
Much better	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1
etter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
about the same	11.8%	12	9.1%	3	13.0%	9	13.8%	4	14.3%	5	7.9%	3	19.0%	8	6.7%	4
Vorse	2.9%	3	3.0%	1	2.9%	2	3.4%	1	0.0%	0	5.3%	2	0.0%	0	5.0%	3
Much worse	21.6%	22	18.2%	6 23	23.2%	16	27.6%	8	25.7%	9	13.2%	5 28	19.0%	8	23.3%	14
Don't know)	62.7%	64	69.7%		59.4%	41	55.2%	16	57.1%	20	73.7%		61.9%	26	63.3%	38
Iean:		1.82		1.70		1.86		1.69		1.93		1.80		2.00		1.68
ase:		102		33		69		29		35		38		42		60
Public information /	'signpo	sts/p	ublic fa	cilitie	s											
Auch better	3.9%	4	6.1%	2	2.9%	2	0.0%	0	5.7%	2	5.3%	2	2.4%	1	5.0%	3
Setter	6.9%	7	6.1%	2	7.2%	5	6.9%	2	8.6%	3	5.3%	2	7.1%	3	6.7%	4
bout the same	36.3%	37	33.3%	11	37.7%	26	44.8%	13	40.0%	14	26.3%	10	45.2%	19	30.0%	18
Vorse	2.9%	3	3.0%	1	2.9%	2	3.4%	1	2.9%	1	2.6%	1	2.4%	1	3.3%	2
Auch worse	3.9%	4	3.0%	1	4.3%	3	3.4%	1	5.7%	2	2.6%	1	7.1%	3	1.7%	1
						2.1	4 1 40/	17	21 1 0/-	13	57.9%	22	35.7%	15	53.3%	32
	46.1%	47	48.5%	16	44.9%	31	41.4%	12	37.1%	13	31.970	22	33.170	13	33.370	
Don't know) Mean:	46.1%	3.07	48.5%	3.18	44.9%	3.03	41.470	2.94	37.170	3.09	31.970	3.19	33.770	2.93	33.370	3.21

[Much better=5, Better=4, About the same=3, Worse=2, Much worse=1]

Q35 Comparing Swadlincote town centre with other surrounding centres of a similar size (Coalville, Ashby De La Zouch and Uttoxeter) how does it compare on the following aspects?

Entertinment / events / performances

Much better	2.9%	3	0.0%	0	4.3%	3	3.4%	1	5.7%	2	0.0%	0	7.1%	3	0.0%	0
Better	9.8%	10	9.1%	3	10.1%	7	10.3%	3	11.4%	4	7.9%	3	9.5%	4	10.0%	6
About the same	25.5%	26	24.2%	8	26.1%	18	31.0%	9	28.6%	10	18.4%	7	31.0%	13	21.7%	13
Worse	17.6%	18	15.2%	5	18.8%	13	24.1%	7	17.1%	6	13.2%	5	16.7%	7	18.3%	11
Much worse	5.9%	6	9.1%	3	4.3%	3	3.4%	1	11.4%	4	2.6%	1	11.9%	5	1.7%	1
(Don't know)	38.2%	39	42.4%	14	36.2%	25	27.6%	8	25.7%	9	57.9%	22	23.8%	10	48.3%	29
Mean:		2.78		2.58		2.86		2.81		2.77		2.75		2.78		2.77
Base:		102		33		69		29		35		38		42		60

						Г	OI V	VIC	Ţ								July
	Tota	ıl	Mal	le	Fema	ale	16 - 3	34	35 - 5	54	55 +	+	ABC	1	C2D	E	
Tourist facilities /	hotels																
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	4.8%	2	0.0%	0	
About the same	14.7%	15 20	12.1%	4		11 14	13.8%	4	25.7% 11.4%	9 4	5.3%	2	26.2% 19.0%	11	6.7%	4 12	
Worse Much worse	19.6% 16.7%	17	18.2% 21.2%	6 7	20.3% 14.5%	10	34.5% 10.3%	10 3	22.9%	8	15.8% 15.8%	6	19.0%	8	20.0% 15.0%	9	
(Don't know)	47.1%	48	48.5%	16		32	37.9%	11	37.1%	13	63.2%	24	31.0%	13	58.3%	35	
Mean:		2.04		1.82		2.14		2.17		2.14		1.71		2.24		1.80	
Base:		102		33		69		29		35		38		42		60	
Day time safety																	
Much better	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1	
Better	4.9%	5	3.0%	1	5.8%	4	3.4%	1	5.7%	2	5.3%	2	7.1%	3	3.3%	2	
About the same Worse	64.7% 3.9%	66 4	57.6% 3.0%	19 1	68.1% 4.3%	47 3	69.0% 3.4%	20 1	65.7% 2.9%	23 1	60.5% 5.3%	23	69.0% 2.4%	29 1	61.7% 5.0%	37 3	
Much worse	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1	
(Don't know)	24.5%	25	30.3%	10	21.7%	15	24.1%	7	22.9%	8	26.3%	10	21.4%	9	26.7%	16	
Mean:		3.01		3.00		3.02		3.00		3.11		2.93		3.06		2.98	
Base:		102		33		69		29		35		38		42		60	
Evening / night sa	nfety																
Much better	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1	
Better	3.9%	4	0.0%	0	5.8%	4	3.4%	1	2.9%	1	5.3%	2	4.8%	2	3.3%	2	
About the same	46.1%	47	48.5%	16	44.9%	31	58.6%	17	57.1%	20	26.3%	10 2	57.1% 2.4%	24	38.3%	23	
Worse Much worse	2.0% 2.9%	2 3	3.0% 3.0%	1 1	1.4% 2.9%	1 2	0.0% 3.4%	0	0.0% 2.9%	0	5.3% 2.6%	1	0.0%	1 0	1.7% 5.0%	1	
(Don't know)	44.1%	45	42.4%	14	44.9%	31	34.5%	10	34.3%	12	60.5%	23	35.7%	15	50.0%	30	
Mean:		2.96		2.95		2.97		2.95		3.04		2.87		3.04		2.90	
Base:		102		33		69		29		35		38		42		60	
Layout																	
Much better	2.0%	2	3.0%	1	1.4%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2	
Better	12.7%	13	12.1%	4	13.0%	9	13.8%	4	11.4%	4	13.2%	5	14.3%	6	11.7%	7	
About the same Worse	45.1% 17.6%	46 18	39.4% 12.1%	13 4	47.8% 20.3%	33 14	41.4% 20.7%	12 6	51.4% 17.1%	18 6	42.1% 15.8%	16 6	42.9% 23.8%	18 10	46.7% 13.3%	28 8	
Much worse	2.0%	2	6.1%	2	0.0%	0	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1	
(Don't know)	20.6%	21	27.3%	9	17.4%	12	24.1%	7	17.1%	6	21.1%	8	16.7%	7	23.3%	14	
Mean:		2.94		2.92		2.95		2.91		2.86		3.03		2.83		3.02	
Base:		102		33		69		29		35		38		42		60	
Public art																	
Much better	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0	
Better	3.9%	4	0.0%	0	5.8%	4	6.9%	2	0.0%	0	5.3%	2	7.1%	3	1.7%	1	
About the same Worse	18.6% 11.8%	19 12	30.3% 6.1%	10 2		9 10	20.7% 20.7%	6 6	25.7% 8.6%	9	10.5% 7.9%	4	26.2% 9.5%	11 4	13.3% 13.3%	8 8	
Much worse	5.9%	6	6.1%	2	5.8%	4	0.0%	0	5.7%	2	10.5%	4	2.4%	1	8.3%	5	
(Don't know)	58.8%	60	57.6%	19	59.4%	41	51.7%	15	57.1%	20	65.8%	25	52.4%	22	63.3%	38	
Mean:		2.57		2.57		2.57		2.71		2.67		2.31		2.95		2.23	
Base:		102		33		69		29		35		38		42		60	
General environm	ent																
Much better	4.9%	5	6.1%	2	4.3%	3	3.4%	1	5.7%	2	5.3%	2	4.8%	2	5.0%	3	
Better About the same	11.8% 38.2%	12 39	12.1% 30.3%	4 10	11.6% 42.0%	8 29	10.3% 34.5%	3 10	2.9% 51.4%	1 18	21.1% 28.9%	8 11	11.9% 38.1%	5 16	11.7% 38.3%	7 23	
Worse	13.7%	39 14	9.1%	3	42.0% 15.9%	11	20.7%	6	11.4%	4		4	38.1% 16.7%	7	38.3% 11.7%	23 7	
Much worse	2.0%	2	6.1%	2	0.0%	0	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1	
(Don't know)	29.4%	30	36.4%	12	26.1%	18	31.0%	9	25.7%	9	31.6%	12	26.2%	11	31.7%	19	
Mean:		3.06		3.05		3.06		2.95		2.96		3.23		3.00		3.10	
Base:		102		33		69		29		35		38		42		60	

						1	01 11	10	,								J
	Tota	ıl	Male	;	Fema	le	16 - 3	4	35 - 5	4	55 +		ABC	1	C2D1	Ξ	
Q36 What type of shops	or servi	ces w	ould yo	u like	to see i	more	of in Sw	adlin	cote? [N	/IR]							
Banks	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1	
Better leisure facility provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better retail provision for children and babies	2.9%	3	0.0%	0	4.3%	3	3.4%	1	2.9%	1	2.6%	1	0.0%	0	5.0%	3	
Book shop	2.9%	3	6.1%	2	1.4%	1	3.4%	1	2.9%	1	2.6%	1	4.8%	2	1.7%	1	
Building society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Click and collect facilities	17.6%	18	12.1%	4	20.3%	14	20.7%	6	11.4%	4	21.1%	8	23.8%	10	13.3%	8	
Clothing stores Department stores / retailers	33.3% 28.4%	34 29	27.3% 24.2%	9 8	36.2% 30.4%	25 21	48.3% 31.0%	14 9	37.1% 34.3%	13 12	18.4% 21.1%	7 8	31.0% 31.0%	13 13	35.0% 26.7%	21 16	
Drinking establishments	3.9%	4	9.1%	3	1.4%	1	6.9%	2	2.9%	1	2.6%	1	7.1%	3	1.7%	10	
Electrical goods	1.0%	1	3.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	
Footwear stores	15.7%	16	6.1%	2	20.3%	14	24.1%	7	11.4%	4	13.2%	5	16.7%	7	15.0%	9	
High Street names	44.1%	45	36.4%	12	47.8%	33	62.1%	18	40.0%	14	34.2%	13	42.9%	18	45.0%	27	
Household goods stores	15.7%	16	9.1%	3	18.8%	13	20.7%	6	17.1%	6	10.5%	4	16.7%	7	15.0%	9	
Independent / specialist shops	27.5%	28	24.2%	8	29.0%	20	31.0%	9	25.7%	9	26.3%	10	33.3%	14	23.3%	14	
Large supermarkets	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	
Larger sizes clothing store Indoor market stalls	3.9% 1.0%	4 1	0.0% 0.0%	0	5.8% 1.4%	4	3.4% 0.0%	1	2.9% 0.0%	1	5.3% 2.6%	2	7.1% 2.4%	3	1.7% 0.0%	1 0	
Street market stalls	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	2.6% 0.0%	0	2.4%	1	0.0%	0	
Pharmacies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Public amenities	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1	
Restaurants / cafes	9.8%	10	6.1%	2	11.6%	8	10.3%	3	11.4%	4	7.9%	3	14.3%	6	6.7%	4	
Solicitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Specialist food stores	2.0%	2	6.1%	2	0.0%	0	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1	
Sports shop	2.9%	3	3.0%	1	2.9%	2	3.4%	1	2.9%	1	2.6%	1	2.4%	1	3.3%	2	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Card shop	1.0%	1 1	3.0% 0.0%	1 0	0.0%	0 1	3.4% 3.4%	1 1	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.7% 1.7%	1	
Computer games shop Farmers market	1.0% 1.0%	1	3.0%	1	1.4% 0.0%	0	0.0%	0	0.0% 2.9%	1	0.0%	0	2.4%	1	0.0%	1 0	
Health food shop	1.0%	1	3.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	
Toy shop	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1	
Trade in shop	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	
None mentioned	11.8%	12	21.2%	7	7.2%	5	3.4%	1	14.3%	5	15.8%	6	9.5%	4	13.3%	8	
(Don't know)	6.9%	7	9.1%	3	5.8%	4	3.4%	1	8.6%	3	7.9%	3	0.0%	0	11.7%	7	
Base:		102		33		69		29		35		38		42		60	
Q37 What type of leisure	e facilitie	es wo	uld you l	ike to	see mo	ore of	in Swad	llinco	te? [MR	2]							
Art galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bingo	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bowling alley	8.8%	9	6.1%	2	10.1%	7	13.8%	4	5.7%	2	7.9%	3	4.8%	2	11.7%	7	
Children's activity centre Cinema	12.7%	13 0	6.1% 0.0%	2	15.9% 0.0%	11 0	24.1% 0.0%	7	14.3%	5	2.6%	1	9.5%	4	15.0% 0.0%	9 0	
Civic Hall / Civic spaces	0.0% 1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0% 2.9%	1	0.0% 0.0%	0	0.0% 2.4%	1	0.0%	0	
Entertainment / activities for young people	2.9%	3	3.0%	1	2.9%	2	3.4%	1	5.7%	2	0.0%	0	2.4%	1	3.3%	2	
Go-karting	2.0%	2	3.0%	1	1.4%	1	3.4%	1	2.9%	1	0.0%	0	0.0%	0	3.3%	2	
Health and fitness	4.9%	5	6.1%	2	4.3%	3	6.9%	2	8.6%	3	0.0%	0	7.1%	3	3.3%	2	
Hotels	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	4.8%	2	0.0%	0	
Ice rink	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1	
Museums	2.0%	2	0.0%	0	2.9%	2	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1	
Parks / gardens Restaurants / cafes	1.0% 14.7%	1 15	0.0% 3.0%	0	1.4% 20.3%	1 14	3.4% 27.6%	1 8	0.0%	0 5	0.0% 5.3%	0 2	0.0% 16.7%	0 7	1.7% 13.3%	1 8	
Sports pitches	2.0%	2	6.1%	2	0.0%	0	3.4%	1	14.3% 2.9%	1	0.0%	0	2.4%	1	13.3%	1	
Swimming pool	4.9%	5	6.1%	2	4.3%	3	10.3%	3	5.7%	2	0.0%	0	7.1%	3	3.3%	2	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Community Centre	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0	
Golf amenities	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0	
Leisure Centre	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1	
Music events	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	
None mentioned	47.1%	48	60.6%	20	40.6%	28	31.0%	9	34.3%	12	71.1%	27	42.9%	18	50.0%	30	
(Don't know) Base:	10.8%	11 102	6.1%	33	13.0%	9 69	0.0%	0 29	20.0%	7 35	10.5%	4 38	11.9%	5 42	10.0%	6 60	

	Tota	l	Male	;	Femal	le	16 - 34	4	35 - 5	4	55 +		ABC	1	C2D	E
Q38 What measures do	you thin	k wou	ıld impro	ove S	wadlinc	ote a	nd make	it mo	ore attra	ctive	? [MR]					
Accessibility by private car	1.0%	1	3.0% 0.0%	1	0.0% 1.4%	0	0.0%	0	2.9% 0.0%	1	0.0% 2.6%	0	2.4% 0.0%	1	0.0% 1.7%	0 1
Ban skateboarding, biking etc.	1.0%	1	0.0%	0	1.4%	1	0.0%	U	0.0%	U	2.0%	1	0.0%	0	1.7%	1
Better foodstore provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expansion of the centre	2.9%	3	0.0%	0	4.3%	3	3.4%	1	5.7%	2	0.0%	0	4.8%	2	1.7%	1
Fewer low quality shops	5.9%	6	3.0%	1	7.2%	5	3.4%	1	5.7%	2	7.9%	3	7.1%	3	5.0%	3
(take-away, pound shops) Improve the quality of the	10.8%	11	6.1%	2	13.0%	9	20.7%	6	11.4%	4	2.6%	1	16.7%	7	6.7%	4
shops	12 10/	4.4	20. 40/	12	44.00/	21	27.00/	1.1	10.60/	17	40 10/	1.0	45.00/	10	41.70/	25
Fill the empty shops	43.1%	44	39.4%	13	44.9% 0.0%	31	37.9% 0.0%	11	48.6% 0.0%	17 0	42.1% 5.3%	16 2	45.2% 0.0%	19 0	41.7% 3.3%	25 2
Flexible parking Give it a general face lift	2.0% 23.5%	24	6.1% 21.2%	7	24.6%	17		10	14.3%	5	23.7%	9	23.8%	10	23.3%	14
(Flowers, painting etc.) Greater promotion /	4.9%	5	9.1%	3	2.9%	2	6.9%	2	5.7%	2	2.6%	1	9.5%	4	1.7%	14
marketing of the centre																
Interactive information points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve market provision	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Improved bus services	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Improved cleanliness	8.8%	9	9.1%	3	8.7%	6	20.7%	6	2.9%	1	5.3%	2	7.1%	3	10.0%	6
Improved cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security / CCTV	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Improved signage / information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street paving	7.8%	8	0.0%	0	11.6%	8	10.3%	3	8.6%	3	5.3%	2	2.4%	1	11.7%	7
Improved train services / a railway station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased choice / range of shops	4.9%	5	9.1%	3	2.9%	2	3.4%	1	2.9%	1	7.9%	3	2.4%	1	6.7%	4
Increased office development		1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
More cultural facilities	2.0%	2	3.0%	1	1.4%	1	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1
More entertainment / leisure facilities	8.8%	9	9.1%	3	8.7%	6	13.8%	4	11.4%	4	2.6%	1	7.1%	3	10.0%	6
More evening activities	2.0%	2	3.0%	1	1.4%	1	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1
More national multiples / retailers	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
More non-food stores	3.9%	4	0.0%	0	5.8%	4	0.0%	0	11.4%	4	0.0%	0	4.8%	2	3.3%	2
More organised events e.g. street markets	4.9%	5	0.0%	0	7.2%	5	0.0%	0	11.4%	4	2.6%	1	7.1%	3	3.3%	2
More parking	3.9%	4	6.1%	2	2.9%	2	3.4%	1	0.0%	0	7.9%	3	4.8%	2	3.3%	2
More food and beverage facilities (pubs / restaurants)	5.9%	6	3.0%	1	7.2%	5	3.4%	1	5.7%	2	7.9%	3	4.8%	2	6.7%	4
More speciality shops	9.8%	10	12.1%	4	8.7%	6	0.0%	0	22.9%	8	5.3%	2	11.9%	5	8.3%	5
More tourist facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pay on exit parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public toilet	2.0%	2	3.0%	1	1.4%	1	0.0%	0	5.7%	2	0.0%	0	4.8%	2	0.0%	0
provision Real time traffic or public	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
transport information Reduce traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	9.8%	10	3.0%	1	13.0%	9		4	8.6%	3	7.9%	3	11.9%	5	8.3%	5
None mentioned	13.7%	14	24.2%	8	8.7%	6	17.2%	5	2.9%	1	21.1%	8	9.5%	4	16.7%	10
(Don't know)	11.8%	12	9.1%	3	13.0%	9	3.4%	1	17.1%	6			14.3%	6	10.0%	6
,								20								<i>c</i> 0
Base:		102		33		69		29		35		38		42		60

	Total	l	Male	e	Femal	le	16 - 3	4	35 - 5	4	55 +		ABC	1	C2D1	E
Q39 What do you think a	re the b	igges	t weakn	esses	s of Swa	dlinc	ote? [MF	₹]								
Accessibility by cycling and	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
by foot Accessibility by private car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by bus	2.9%	3	0.0%	0	4.3%	3	0.0%	0	2.9%	1	5.3%	2	0.0%	0	5.0%	3
Accessibility bus 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
Anti-social behaviour	2.0%	2	0.0%	0	2.9%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	3.3%	2
Availability of car parking	2.9%	3	6.1%	2	1.4%	1	0.0%	0	2.9%	1	5.3%	2	0.0%	0	5.0%	3
Choice / range of non-food shops	24.5%	25	18.2%	6	27.5%	19	31.0%	9	22.9%	8	21.1%	8	28.6%	12	21.7%	13
Empty shops	33.3%	34	21.2%	7	39.1%	27	37.9%	11	34.3%	12	28.9%	11	38.1%	16	30.0%	18
Lack of cultural facilities	2.9%	3	3.0%	1	2.9%	2	0.0%	0	2.9%	1	5.3%	2	4.8%	2	1.7%	1
Lack of foodstore provision	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Lack of leisure facilities	3.9%	4	3.0%	1	4.3%	3	10.3%	3	2.9%	1	0.0%	0	0.0%	0	6.7%	4
Lack of market facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of non-retail provision (e.g. banks, estate agents etc)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Lack of public amenities	2.9%	3	6.1%	2	1.4%	1	3.4%	1	5.7%	2	0.0%	0	2.4%	1	3.3%	2
Poor marketing of the town	5.9%	6	6.1%	2	5.8%	4	3.4%	1	11.4%	4	2.6%	1	9.5%	4	3.3%	2
Price of car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information / events	1.0%	1	3.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Quantity of takeaways / charity shops	20.6%	21	18.2%	6	21.7%	15	24.1%	7	25.7%	9	13.2%	5	21.4%	9	20.0%	12
Range food and beverage facilities (pubs / restaurants)	8.8%	9	3.0%	1	11.6%	8	13.8%	4	8.6%	3	5.3%	2	11.9%	5	6.7%	4
Range of specialist / independent retailers	6.9%	7	3.0%	1	8.7%	6	13.8%	4	5.7%	2	2.6%	1	9.5%	4	5.0%	3
Security / safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tourism facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town centre environment	6.9%	7	12.1%	4	4.3%	3	3.4%	1	8.6%	3	7.9%	3	9.5%	4	5.0%	3
Type / quality of retail provisions	4.9%	5	3.0%	1	5.8%	4	0.0%	0	11.4%	4	2.6%	1	9.5%	4	1.7%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street is rundown	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Lack of parking	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Refurbishment is unfinished	2.0%	2	3.0%	1	1.4%	1	0.0%	0	2.9%	1	2.6%	1	0.0%	0	3.3%	2
Too many charity shops	3.9%	4	3.0%	1	4.3%	3	3.4%	1	5.7%	2	2.6%	1	4.8%	2	3.3%	2
None mentioned	18.6%	19	33.3%	11	11.6%	8	17.2%	5	2.9%	1	34.2%	13	14.3%	6	21.7%	13
(Don't know)	7.8%	8	3.0%	1	10.1%	7	6.9%	2	11.4%	4	5.3%	2	7.1%	3	8.3%	5
Base:		102		33		69		29		35		38		42		60
Q40 Do you intend to vis	sit a mar	ket dı	uring yo	ur trij	to the	centre	e today?	P [MR]							
Yes – outdoor market	10.8%		12.1%		10.1%	7	3.4%		11.4%	4	15.8%		11.9%	5	10.0%	6
Yes – farmer's market	2.9%	3	0.0%	0	4.3%	3	0.0%	0	5.7%	2	2.6%	1	2.4%	1	3.3%	2
No	87.3%	89	87.9%	29	87.0%	60	96.6%	28	82.9%	29	84.2%	32		36	88.3%	53
Yes – Other (PLEASE WRITE IN)	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 / haven't decided yet)	2.0%	2	0.0%	0	2.9%	2	0.0%	0	5.7%	2	0.0%	0	2.4%	1	1.7%	1
Base:		102		33		69		29		35		38		42		60
Q41 How often do you vi Those who intend to vis	•			en at (2.39)?											
Outdoor																
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	18.2%	2	50.0%	2	0.0%	0	0.0%	0	0.0%	0	33.3%	2	20.0%		16.7%	1
Less than once a week	27.3%	3	0.0%	0	42.9%	3	0.0%	0	50.0%	2	16.7%	1	0.0%	0	50.0%	3
Less than once a fortnight	27.3%	3	25.0%	1	28.6%	2	0.0%	0	50.0%	2	16.7%	1	40.0%	2	16.7%	1
Less than once a month	27.3%	3	25.0%	1	28.6%		100.0%	1	0.0%	0	33.3%	2	40.0%	2	16.7%	1
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		11		4		7		1		4		6		5		6

						_	01 11 1	•	•							Ju	ny 201.
	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
Farmer's																	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Once a week or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Less than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Less than once a fortnight	9.1%	1	0.0%	0	14.3%	1	0.0%	0		1		0	20.0%	1	0.0%	0	
Less than once a month	9.1%	1	0.0%	0	14.3%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Never	9.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0		1	0.0%	0	16.7%	1	
(Don't know / varies)	72.7%	8	100.0%	4	57.1%	4	100.0%	1	50.0%	2	83.3%	5	80.0%	4	66.7%	4	
Base:		11		4		7		1		4		6		5		6	
Other																	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Once a week or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Less than once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Never	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)	100.0%	11	100.0%	4	100.0%		100.0%	1	100.0%	4	100.0%	6	100.0%		100.0%	6	
Base:		11		4		7		1		4		6		5		6	
Q42 What one thing do Those who intend to vi	•		•	out	the (mark	ket	chosen at	Q.4	40)?								
All on one level	9.1%	1		1	0.0%	0	0.0%	0	0.0%	0		1	20.0%	1	0.0%	0	
Availability of local produce	9.1%	1	0.0%	0	14.3%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	
Compact / easy to get around		1	0.0%	0	14.3%	1	0.0%	0		1		0	20.0%	1	0.0%	0	
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Easy to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Everything Freshness of food	0.0% 45.5%	0 5	0.0% 50.0%	0 2	0.0% 42.9%	3	0.0% 0.0%	0	0.0% 25.0%	1		0 4	0.0% 20.0%	1	0.0% 66.7%	0 4	
Friendly atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Presence of on-site security	0.0%	0	0.0%	Õ	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Range of food	18.2%	2	25.0%	1	14.3%	1	0.0%	0	25.0%	1		1	20.0%	1	16.7%	1	
Range of non-food items	9.1%	1	0.0%	0			100.0%	1	0.0%	0		0		1	0.0%	0	
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0	
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
The opportunity to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
The variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Traditional values	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Value for money The day of the week the	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Base:		11		4		7		1		4		6		5		6	

Page 27 July 2015

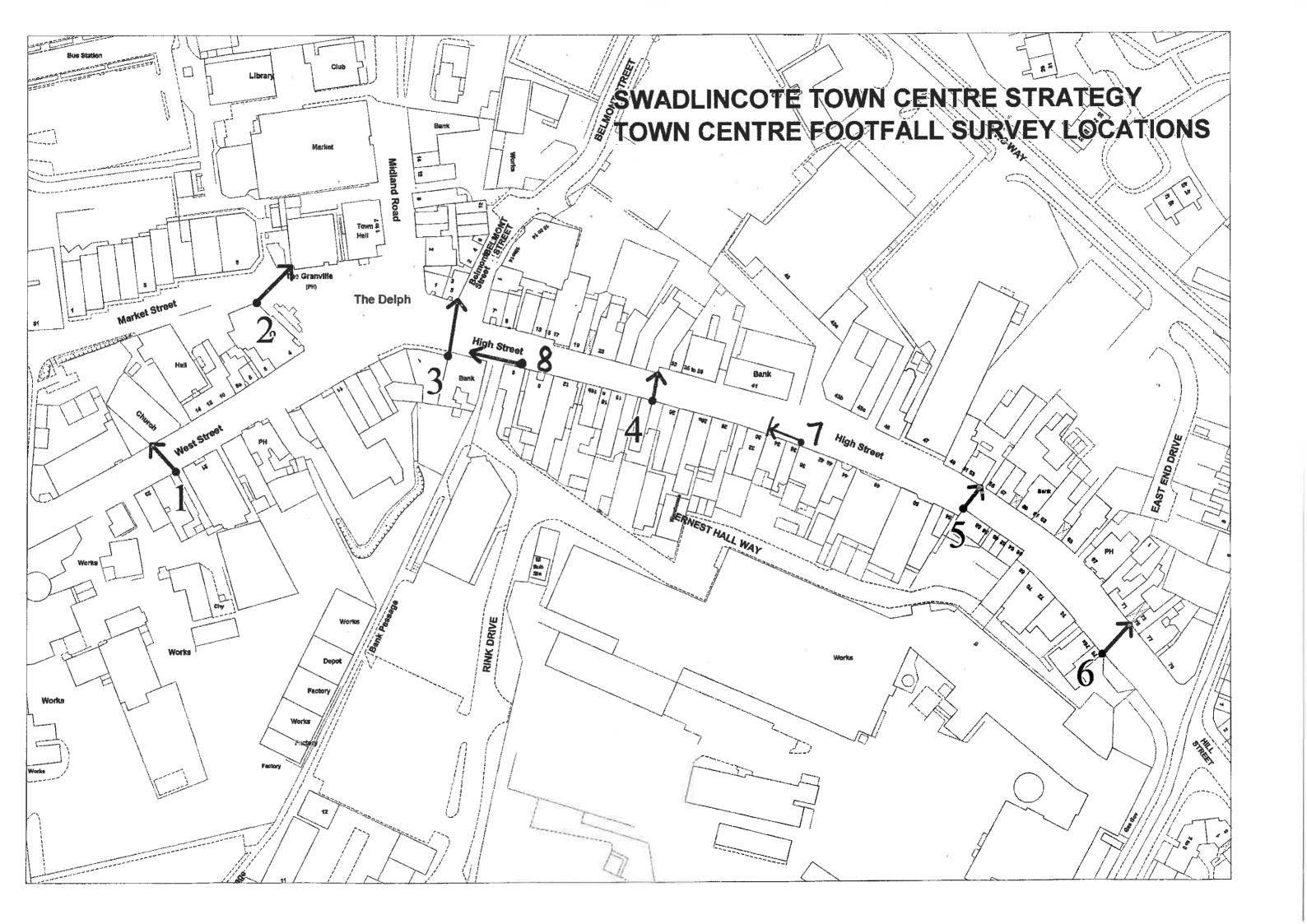
	Total		Mal	e	Female		16 - 34		35 - 54	1	55 +		ABC1		C2DE	Ĭ.
Q43 What else do you pa Those who intend to vis	-			the (market ch	osei	n at Q.40	D)? [I	MR]							
All on one level	18.2%	2	25.0%	1	14.3%	1	0.0%	0	25.0%	1	16.7%	1	20.0%	1	16.7%	1
Availability of local produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of parking	9.1%	1	0.0%	0	14.3%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1
Easy to get to Everything	9.1% 0.0%	1	0.0% 0.0%	0	14.3% 0.0%	1	0.0% 0.0%	0	25.0% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	16.7% 0.0%	1 0
Freshness of food	27.3%	3	0.0%	0	42.9%	3	0.0%	0	25.0%	1	33.3%	2	20.0%	1	33.3%	2
Friendly atmosphere	27.3%	3	25.0%	1	28.6%	2	0.0%	0	25.0%	1	33.3%	2	20.0%	1	33.3%	2
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	18.2%	2	25.0%	1	14.3%	1 1	.00.0%	1	0.0%	0	16.7%	1	40.0%	2	0.0%	0
Quality of non-food items	9.1%	1	0.0%	0	14.3%	1 1	00.0%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Range of food	18.2%	2	25.0%	1	14.3%	1	0.0%	0	25.0%	1	16.7%	1	20.0%	1	16.7%	1
Range of non-food items	9.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	16.7%	1
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	18.2%	2	25.0%	1	14.3%	1	0.0%	0	25.0%	1	16.7%	1	20.0%	1	16.7%	1
The variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional values	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
market is held Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		11		4		7		1		4		6		5		6
Those who intend to vis Crime Difficult to find particular	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
stalls																
Difficult to get around	9.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	16.7%	1
Difficult to park nearby Empty stalls / stalls closing	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
down Inability to pay by credit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
card																
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough stalls	27.3% 0.0%	3	25.0% 0.0%	1	28.6% 0.0%	2	0.0%	0	75.0% 0.0%	3	0.0% 0.0%	0	20.0%	1	33.3% 0.0%	2
Poor accessibility Poor facilities e.g. toilets,	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0
seating Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0	0.0%	0	0.0%	0
market is held Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	63.6%	7	75.0%	3	57.1%	4 1	00.0%	1	25.0%	1	83.3%	5	80.0%	4	50.0%	3
Base:		11		4		7		1		4		6		5		6

						L	OI VI	10	J								July
	Tota	ı	Male	ę	Fema	le	16 - 3	4	35 - 5	4	55 +		ABC	1	C2DI	E	
Q45 What else do you pa		-		ut the	e (marke	t cho	sen at Q	(.40)?	[MR]								
Those who intend to vis	sit a mark	et toda	ay														
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Difficult to find particular	9.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	16.7%	1	
stalls																	
Difficult to get around	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Empty stalls / stalls closing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
down Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
It is not beated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Not big enough	18.2%	2	25.0%	1	14.3%	1	0.0%	0	50.0%	2	0.0%	0	20.0%	1	16.7%	1	
Not enough stalls	27.3%	3	25.0%	1	28.6%	2	0.0%	0	75.0%	3	0.0%	0	20.0%	1	33.3%	2	
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor service	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor value for money	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The café	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Too many stalls selling the same goods	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other (PLEASE WRITE IN)	0.0%	0 1		0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Too spread out Nothing	9.1% 63.6%	7	0.0% 75.0%	3	14.3% 57.1%	1	0.0% 100.0%	1	25.0%	1	16.7% 83.3%	5	0.0% 80.0%	4	16.7% 50.0%	1 3	
_	03.070		13.070		37.170		100.070		23.070		03.370		80.070		30.070		
Base:		11		4		7		1		4		6		5		6	
GEN Gender:																	
Male	32.4%	33	100.0%	33	0.0%	0	24.1%	7	25.7%	9	44.7%	17	28.6%	12	35.0%	21	
Female	67.6%	69	0.0%	0	100.0%	69	75.9%	22	74.3%	26	55.3%	21	71.4%	30	65.0%	39	
Base:		102		33		69		29		35		38		42		60	
AGE Age Group:																	
18 - 24 years	14.7%	15	15.2%	5	14.5%	10	51.7%	15	0.0%	0	0.0%	0	16.7%	7	13.3%	8	
25 - 34 years	13.7%	14	6.1%		17.4%		48.3%	14	0.0%	0	0.0%		19.0%	8		6	
35 - 44 years	18.6%	19	21.2%	7	17.4%	12	0.0%	0	54.3%	19	0.0%	0	16.7%	7	20.0%	12	
45 - 54 year	15.7%	16	6.1%	2	20.3%	14	0.0%	0	45.7%	16	0.0%	0	26.2%	11	8.3%	5	
55 - 64 years	16.7%	17	9.1%	3	20.3%	14	0.0%	0	0.0%	0	44.7%	17	9.5%	4	21.7%	13	
65+ years	20.6%	21	42.4%	14	10.1%	7	0.0%	0	0.0%	0	55.3%	21	11.9%	5	26.7%	16	
Base:		102		33		69		29		35		38		42		60	
SEG SEG:																	
AB	7.8%	8	12.1%	4	5.8%	4	3.4%	1	11.4%	4	7.9%	3	19.0%	8	0.0%	0	
C1	33.3%	34		8	37.7%	26		14		14	15.8%	6	81.0%	34	0.0%	0	
C2	19.6%		27.3%	9	15.9%	11		4	22.9%	8	21.1%	8	0.0%	0		20	
DE	39.2%	40	36.4%	12	40.6%	28	34.5%	10	25.7%	9	55.3%	21	0.0%	0	66.7%	40	
Base:		102		33		69		29		35		38		42		60	
•																	

							01 11		•							J
	Total	l	Male		Femal	e	16 - 34	4	35 - 54	4	55 +		ABC	Ĺ	C2DE	,
ETH Ethnicity:																
Lili Lumiony.																
White	97.1%	99	97.0%	32	97.1%	67	100.0%	29	97.1%	34	94.7%	36	95.2%	40	98.3%	59
Indian	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean Black African	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.0%	2	3.0%	1	1.4%	1	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
Base:		102		33		69		29		35		38		42		60
DAY Day of interview:																
Monday	16.7%	17	21.2%	7	14.5%	10	24.1%	7	11.4%	4	15.8%	6	21.4%	9	13.3%	8
Tuesday	16.7%	17	15.2%	5	17.4%	12	6.9%	2	14.3%	5	26.3%	10	16.7%	7	16.7%	10
Wednesday	16.7%	17	15.2%	5	17.4%	12	24.1%	7	20.0%	7	7.9%	3	7.1%	3	23.3%	14
Thursday	16.7%	17	12.1%	4	18.8%	13	17.2%	5	8.6%	3	23.7%	9	11.9%	5	20.0%	12
Friday	16.7%	17	21.2%	7	14.5%	10	17.2%	5	20.0%	7	13.2%	5	21.4%	9	13.3%	8
Saturday	16.7%	17	15.2%	5	17.4%	12	10.3%	3	25.7%	9	13.2%	5	21.4%	9	13.3%	8
Base:		102		33		69		29		35		38		42		60
TIME Time of Interview																
09.00 - 12.00	32.4%	33	21.2%	7	37.7%	26	31.0%	9	37.1%	13	28.9%	11	42.9%	18	25.0%	15
12.01 – 14.00	28.4%	29	27.3%	9	29.0%	20	20.7%	6	25.7%	9	36.8%	14	21.4%	9	33.3%	20
14.01 - 17.00	39.2%	40	51.5%	17	33.3%	23	48.3%	14	37.1%	13	34.2%	13	35.7%	15	41.7%	25
Base:		102		33		69		29		35		38		42		60
LOC Location																
Market Street	24.5%	25	15.2%	5	29.0%	20	20.7%	6	31.4%	11	21.1%	8	31.0%	13	20.0%	12
Delph	24.5%	25	27.3%	9	23.2%	16	24.1%	7	22.9%	8	26.3%	10	23.8%	10	25.0%	15
High Street	27.5%	28	30.3%	10		18	13.8%	4	28.6%	10	36.8%	14	23.8%	10	30.0%	18
West Street Base:	23.5%	24 102	27.3%	9 33	21.7%	15 69	41.4%	12 29	17.1%	6 35	15.8%	6 38	21.4%	9 42	25.0%	15 60
		102		33		09		29		33		36		42		00
PC																
DE11 0	21.6%	22	21.2%	7	21.7%	15		6	22.9%	8	21.1%	8	14.3%	6	26.7%	16
DE11 2	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	0.0%	0	3.3%	2
DE11 7 DE11 8	19.6% 8.8%	20 9	27.3% 3.0%	9 1	15.9% 11.6%	11 8	24.1% 6.9%	7 2	25.7% 11.4%	9 4	10.5% 7.9%	4	16.7% 16.7%	7 7	21.7% 3.3%	13 2
DE11 9	23.5%	24	33.3%	11	18.8%	13	31.0%	9	20.0%	7	21.1%	8	23.8%	10	23.3%	14
DE12 6	3.9%	4	3.0%	1	4.3%	3	3.4%	1	5.7%	2	2.6%	1	4.8%	2	3.3%	2
DE12 7	2.0%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2
DE12 8	2.0%	2	3.0%	1	1.4%	1	0.0%	0	0.0%	0	5.3%	2	2.4%	1	1.7%	1
DE12 9	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
DE13 0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
DE14 1 DE14 2	1.0% 1.0%	1 1	3.0% 0.0%	1 0	0.0% 1.4%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	2.6% 2.6%	1 1	0.0% 0.0%	0	1.7% 1.7%	1 1
DE14 3	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
DE15 0	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
DE15 9	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
DE3 0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
DE5 8	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
LE65 1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
LE65 2 LE67 3	1.0% 1.0%	1 1	0.0% 0.0%	0	1.4% 1.4%	1 1	0.0% 0.0%	0	2.9% 0.0%	1 0	0.0% 2.6%	0	2.4% 0.0%	1	0.0% 1.7%	0 1
LE67 4	1.0%	1	0.0%	0	1.4%	1	3.4%	0	0.0%	0	0.0%	1 0	2.4%	1	0.0%	0
LE67 8	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
S2 1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
WS8 7	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
XREF	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1
Base:		102		33		69		29		35		38		42		60

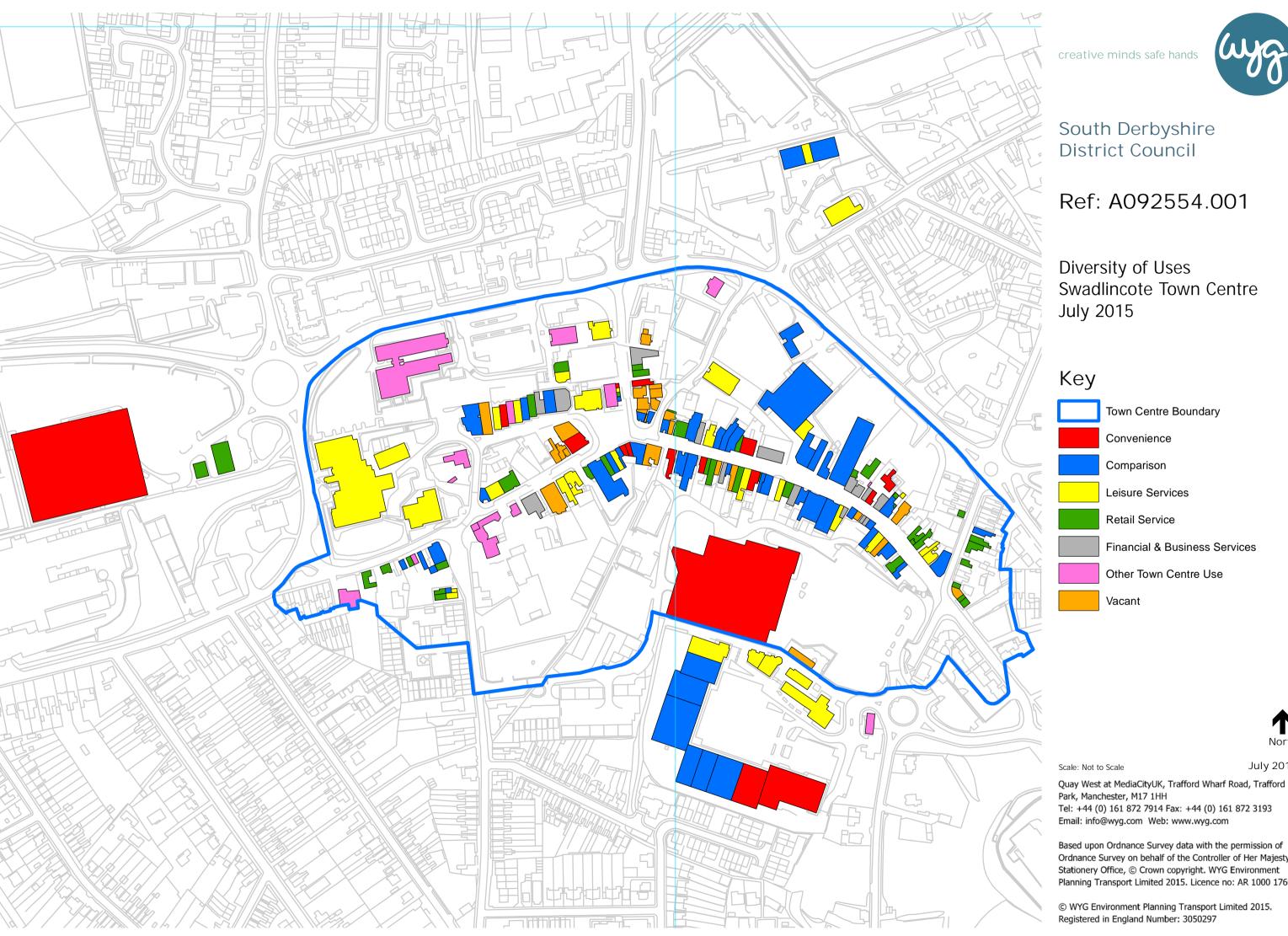


Appendix 3 – Plan of Pedestrian Count Locations



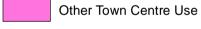


Appendix 4 – Swadlincote Town Centre Diversity of Use and Vacancies Plan





Swadlincote Town Centre

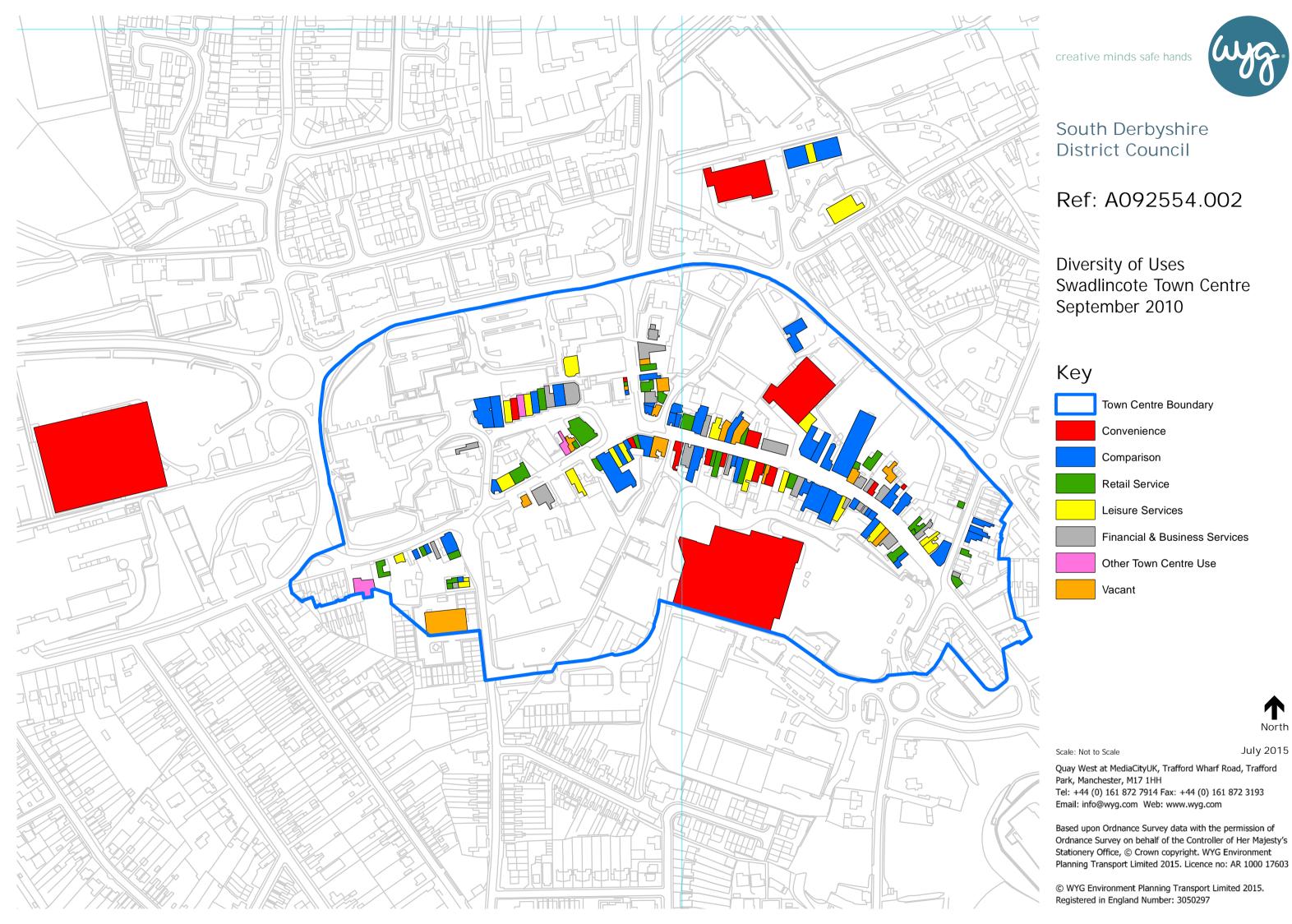


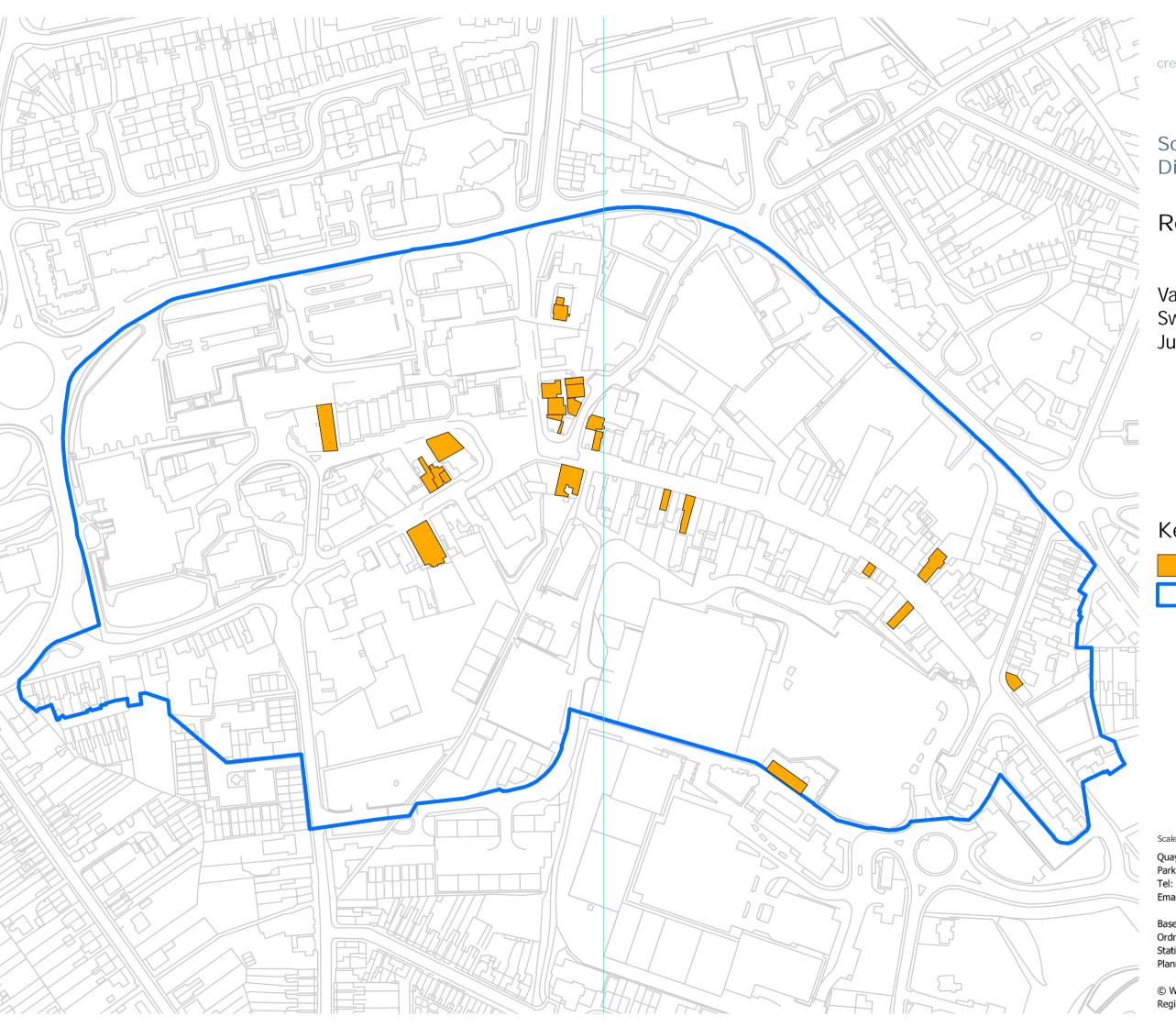


July 2015

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South Derbyshire District Council

Ref: A092554.003

Vacant Buildings Swadlincote Town Centre July 2015

Key



Vacant Buildings - July 2015



Town Centre Boundary



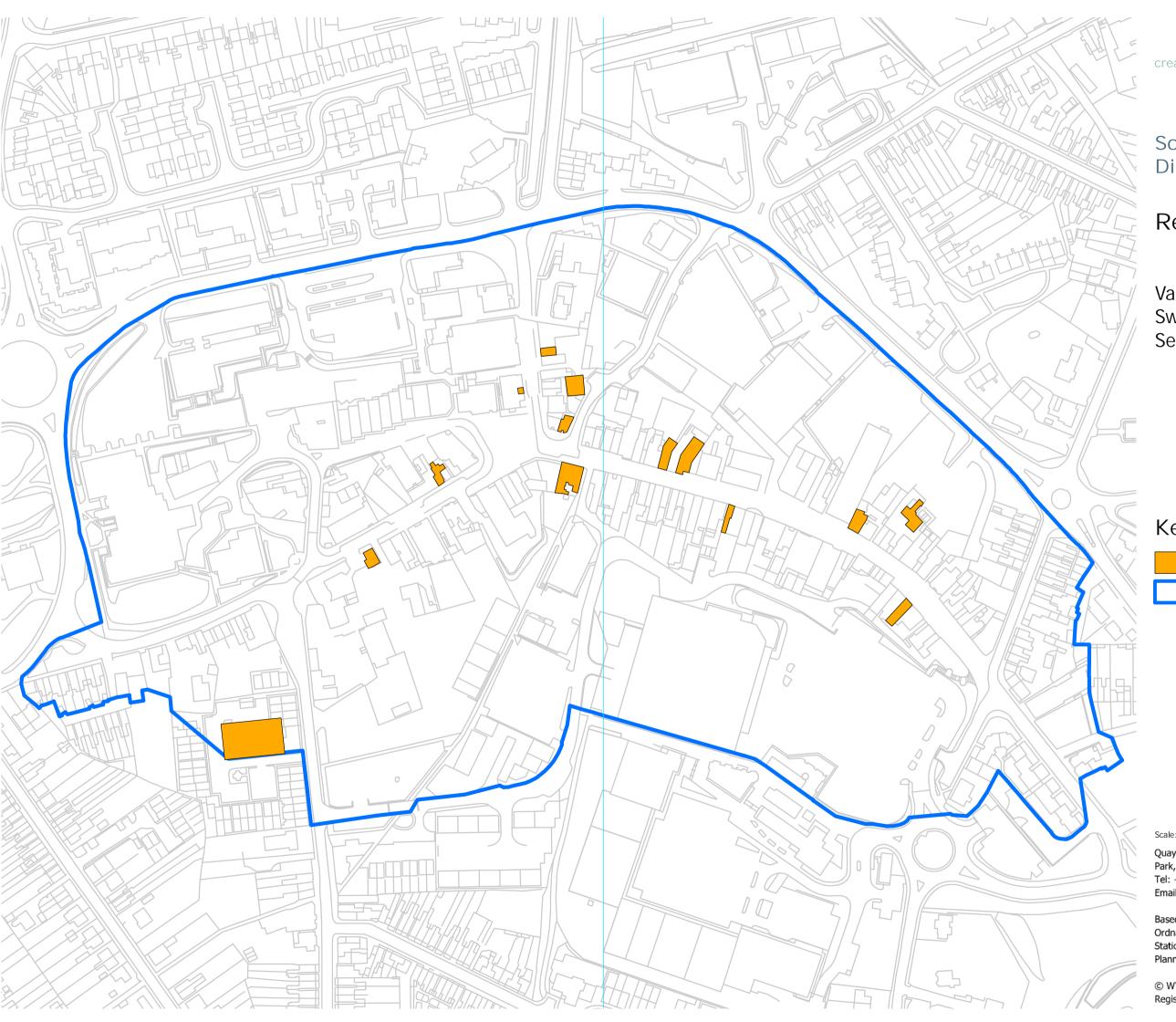
Scale: Not to Scale

July 2015

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South Derbyshire District Council

Ref: A092554.004

Vacant Buildings Swadlincote Town Centre September 2010

Key



Vacant Buildings - September 2010



Town Centre Boundary



July 2015

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Appendix 5 – Quantitative Capacity Assessment

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE		POPUL	ATION	1	1			APITA EXPENDI ONVENIENCE (£		
	2015	2020	2025	2028	2030	2015	2020	2025	2028	2030
A	17,068	17,943	18,733	19,139	19,394	1,834	1,860	1,910	1,944	1,963
В	16,513	17,406	18,247	18,670	18,927	1,767	1,792	1,840	1,873	1,891
С	9,679	10,191	10,665	10,902	11,049	1,789	1,815	1,863	1,897	1,916
D	15,754	16,560	17,295	17,665	17,891	2,204	2,236	2,296	2,337	2,360
E	10,626	11,192	11,721	11,994	12,158	2,044	2,073	2,129	2,167	2,188
F	21,902	22,646	23,303	23,648	23,869	1,885	1,912	1,964	1,999	2,019
G	7,622	7,814	8,003	8,103	8,166	1,885	1,912	1,963	1,998	2,018
Н	13,000	13,298	13,598	13,761	13,866	1,986	2,014	2,068	2,105	2,126
TOTAL	112 164	117.050	121 565	123 882	125 320					

Notes:
a. Wards

Zone 1 — Midway and Newhall and Stanton

Zone 2 — Church Gresley and Swadlincote

Zone 3 — Hartshorne and Ticknall and Woodville

Zone 4 — Melbourne, Repton and Willington and Findern

Zone 5 — Linton (South Derbyshire) and Seales

Zone 6 — Stapenhill, Brizlincote and Winshill

Zone 7 — Moira and Oakthorpe and Donisthorpe

Zone 8 — Ashby Castle, Ashby Holywell and Ashby Ivanhoe

b. Population figures taken from Experian G3 Micromarketer (2015 data), adjusted to exclude SFT in accordance with Appendix 3 of Retail Planner Briefing Note 12.1.

d. Projected forward using growth rates taken from Appendix 3 of Retail Planner Briefing Note 12.1 (excluding 'adjusted' SFT allowance)

2013 PRICES

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE			TURE £(m) NIENCE					WTH NIENCE	
	2015	2020	2025	2028	2030	15-'20	15-'25	15-'28	15-'30
A	31.3	33.4	35.8	37.2	38.1	2.1	4.5	5.9	6.8
В	29.2	31.2	33.6	35.0	35.8	2.0	4.4	5.8	6.6
С	17.3	18.5	19.9	20.7	21.2	1.2	2.6	3.4	3.8
D	34.7	37.0	39.7	41.3	42.2	2.3	5.0	6.6	7.5
E	21.7	23.2	25.0	26.0	26.6	1.5	3.2	4.3	4.9
F	41.3	43.3	45.8	47.3	48.2	2.0	4.5	6.0	6.9
G	14.4	14.9	15.7	16.2	16.5	0.6	1.3	1.8	2.1
Н	25.8	26.8	28.1	29.0	29.5	1.0	2.3	3.2	3.7
TOTAL	215.7	228.3	243.5	252.5	258.0	12.6	27.8	36.8	42.3

TABLE 2B: MAIN / TOP-UP SPLIT (2015)

ZONE		(PENDITURE £(NVENIENCE - 2	*
	MAIN	TOP-UP	TOTAL
A	25.0	6.3	31.3
В	23.3	5.8	29.2
С	13.9	3.5	17.3
D	27.8	6.9	34.7
E	17.4	4.3	21.7
F	33.0	8.3	41.3
G	11.5	2.9	14.4
Н	20.7	5.2	25.8
TOTAL	172.6	43.1	215.7

Notes:

- a. Ward sectors (See Table 1)
- b. Population figures taken from Experian G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2030 to cover future plan period
- c. Per Capita expenditure from Experian G3 Micromarketer (2015 data), adjusted to exclude SFT in accordance with Appendix 3 of Retail Planner Briefing Note 12.1.
- d. Projected forward using growth rates taken from Appendix 3 of Retail Planner Briefing Note 12.1 (excluding 'adjusted' SFT allowance)
- e. WYG has proportioned the level of convenience goods spent between main food (80.0%) and top up (20.0%)

2013 PRICES

TABLE 3B: MAIN / TOP-UP SPLIT (2020)

ZONE		(PENDITURE £(NVENIENCE - 2	
	MAIN	TOTAL	
A	26.7	6.7	33.4
В	25.0	6.2	31.2
С	14.8	3.7	18.5
D	29.6	7.4	37.0
E	18.6	4.6	23.2
F	34.6	8.7	43.3
G	11.9	3.0	14.9
Н	21.4	5.4	26.8
TOTAL	182.7	45.7	228.3

TABLE 3: SHOPPING PATTERNS (CONVENIENCE) (AS AT 2015)

	TO	TAL	Α				C							F	(3	H	
	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP
DESTINATION	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
		!	1											i			!	
RETAINED IN STUDY AREA		ļ.	1				1										1	
Zone A - SOUTH DERBYSHIRE																		
Newhall Local Centre	0.0	0.8	0.0	4.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Local Shops - Zone 1	0.0	0.2	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys Local, High Street, Swadlincote	0.1	2.8	0.0	15.1	0.0	3.2	0.0	1.3	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone A)	0.1	3.8	0.0	20.7	0.0	4.4	0.0	1.3	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone B - SOUTH DERBYSHIRE																		
Aldi, Hepworth Retail Park, Pipeworks, Swadlincote	12.7	4.3	23.1	9.8	28.3	10.0	15.1	4.6	1.6	1.1	21.3	5.1	0.6	0.0	16.5	2.3	1.0	1.3
Church Gresley Local Centre	0.0	1.6	0.0	0.0	0.0	6.8	0.0	0.0	0.0	1.4	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Unit 3, Coppice Side, Swadlincote	0.4	1.0	1.0	1.4	0.5	0.6	0.0	4.1	0.0	0.0	1.7	0.9	0.0	1.2	0.0	1.1	0.0	0.0
Morrisons, Coppice Side, Swadlincote	21.6	8.8	38.1	16.2	35.5	13.7	43.6	24.4	4.2	0.0	37.2	12.9	3.2	0.0	22.5	15.1	3.9	8.0
Sainsburys Local, Glamorgan Way, Church Gresley	0.2	5.2	0.0	4.8	0.0	19.8	0.8	0.0	0.0	3.1	0.0	8.5	0.0	0.0	0.6	0.0	0.7	0.0
Sainsburys, Civic Way, Swadlincote	15.3	10.1	29.6	22.8	28.9	20.5	18.6	15.4	8.8	0.7	17.4	4.7	3.7	5.3	7.1	8.9	6.3	0.0
Swadlincote	0.1	2.1	0.0	7.0	0.0	3.6	0.0	5.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.6	0.0
Tesco Express, Common Road, Church Gresley	0.0	2.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	10.1	0.0	0.0
Tesco Express, Hearthcote Road, Swadlincote	0.0	0.9	0.0	1.2	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Pipeworks, Swadlincote The Pipeworks, Swadlincote	0.1	0.1	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Sub Total (Zone B)	50.3	36.2	91.9	63.1	93.6	86.9	78.0	53.5	14.6	6.3	77.5	38.5	7.4	6.5	46.7	38.4	12.4	2.1
Sub rotal (Lone B)	30.3	30.2	31.3	03.1	73.0	00.5	70.0	33.3	14.0	0.3	//.5	30.3	/	0.3	40.7	30.4	12.4	
Zone C - SOUTH DERBYSHIRE			+										+					
Asda Petrol Filling Station, Tollgate, Burton Road, Woodville	0.0	0.5	0.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, 42 High Street, Swadlincote	0.0	1.8	0.0	0.0	0.0	0.0	0.0	19.2	0.0	0.0	0.0	1.3	0.0	0.0	0.0	1.1	0.0	0.0
	0.0	0.4	0.0	0.0	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodville Local Centre																		
Sub Total (Zone C)	0.0	2.7	0.0	0.0	0.0	0.0	0.0	29.9	0.0	0.0	0.0	1.3	0.0	0.0	0.0	1.1	0.0	0.0
Zone D - SOUTH DERBYSHIRE		3.5			0.0	0.0	0.0		4.3		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op - Foodstore, 2 Castle Way, Willington	0.6		0.0	1.4				0.0		23.8								
Findern	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melbourne	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Repton	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Derby Road, Melbourne	0.2	2.5	0.0	0.0	0.0	0.0	0.0	0.0	1.7	17.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, High Street, Repton	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone D)	0.8	7.4	0.0	1.4	0.0	0.0	0.0	0.0	6.0	51.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone E - SOUTH DERBYSHIRE																		
Co-op - Foodstore, 67 Burton Road, Overseal	0.1	1.2	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	1.0	11.6	0.0	0.0	0.0	0.0	0.0	0.0
Co-op - Foodstore, Main Street, Rosliston	0.0	2.4 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.1	0.0	0.0	0.0	0.0	0.0	0.0
Linton Netherseal	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Overseal		3.9		0.0	0.0	0.0	0.0	2.8	0.0	0.0	1.0	42.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone E)	0.1	3.9	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	1.0	42.9	0.0	0.0	0.0	0.0	0.0	0.0
T F. FACT CTAFFORD CUITDE																		
Zone F - EAST STAFFORDSHIRE			0.0			0.0	0.0		2.7		0.0		0.0	4.0	0.0	0.0		
Co-op - Foodstore, 129 Stanton Road, Stapenhill	0.4 0.0	0.6 2.8	0.0	1.0 0.0	0.0	0.0	0.0	0.0	2.7 0.0	0.8	0.0	0.0	0.0	1.8 14.0	0.0	0.0	0.0	0.0
Co-op - Foodstore, 226 Woods Lane, Stapenhill Co-op - Foodstore, 98 Church Hill Street, Winshill	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.6	0.0	0.0	0.0	0.0
	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
One Stop, Hawfield Lane, Winshill, Burton-on-Trent	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0
Stapenhill Constitution of the state of the	0.0	3.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	2.5	0.0	0.0	0.0	12.6	0.0	0.0	0.0	0.0
Tesco Express, 2 Best Avenue, Stapenhill																		
Tesco Express, Stanton Road, Stapenhill Winshill	0.2	0.4 0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0 1.2	0.0	1.3 0.0	1.2 0.0	0.8	0.0	0.0	0.0	0.0
Sub Total (Zone F)	0.6	11.0	0.0	2.1	0.0	0.0	0.0	1.3	2.7	4.5	0.0	1.3	1.2	49.1	0.0	0.0	0.0	0.0
Sub Total (Zolle F)	0.0	11.0	0.0	2.1	0.0	0.0	0.0	1.3	2.7	4.5	0.0	1.3	1.2	43.1	0.0	0.0	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE																		
Moira	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0
Other Local Shops - Zone 7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Sub Total (Zone G)	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	0.0
Sub Total (Zolle G)	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Zone H -NORTH WEST LEICESTERSHIRE			1		1		1		_		_			l	1			
Aldi, Dents Road, Ashby-de-la-zouch	5.6	2.3	2.0	0.0	0.5	0.0	0.0	0.0	4.1	2.8	0.8	0.0	0.0	0.0	15.6	0.0	28.3	15.7
Ashby-de-la-Zouch	0.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	3.7	0.0	9.5
Co-op - Foodstore, 73 Market Street, Ashby-de-la-zouch	0.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.7	14.3
Co-op - Foodstore, 9 Derby Road, Ashby-de-la-zouch	0.4	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	1.7	1.1	2.2	32.8
Tesco, Resolution Road, Ashby-de-la-zouch	13.3 19.6	5.3 15.1	1.7 3.7	3.9 3.9	2.4 3.0	0.7 0.7	17.2 17.2	6.3 6.3	18.5 22.5	3.0 9.3	0.7 3.3	0.0	0.0	1.1	33.1 50.5	10.3 16.4	51.9 84.0	23.8 96.1
Sub Total (Zone H)	19.0	15.1	3./	3.9	3.0	U./	1/.2	0.3	22.3	9.3	3.3	0.0	0.0	1.1	50.5	10.4	04.0	90.1
														<u> </u>				
SUB-TOTAL STUDY AREA	71.5	80.5	95.6	91.2	96.6	92.0	95.2	95.0	45.8	71.6	82.8	84.0	8.6	56.7	97.2	62.6	96.4	98.2
(South Derhychire District)	51 3	54.0	91.0	85.2	93.6	91.0	78.0	87.5	20.6	57.8	79.5	82.7	7.4	50.7	46.7	30.5	12.4	2 1
(Journ Perbysille District)	31.3	37.0	31.3	03.2	33.0	31.2	70.0	07.3	20.0	37.0	/5.5			0.5	40.7	39.3	14.7	4.4

TABLE 3: SHOPPING PATTERNS (CONVENIENCE) (AS AT 2015)

	TOT	ΓAL	1	4		В		С)				F	9			A TOTAL PROPERTY.
DESTINATION	MAIN FOOD	TOP UP (%)	MAIN FOOD (%)	TOP UP	MAIN FOOD (%)	TOP UP	MAIN FOOD (%)	TOP UP (%)										
DESTINATION	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
DUTSIDE STUDY AREA						İ		İ						!	j			1
Outside Study Area - Derby																		
Aldi, Nottingham Road, Derby	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Uttoxeter New Road, Derby	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda Walmart Supercentre, Derby Road, Derby	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Asda, Sinfin District Centre, Arleston Lane, Derby	2.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	18.8	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op - Foodstore, Unit 1, Heatherton District Centre, Hollybrook Way, Derby	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Ascot Drive, Derby M&S Foodhall, 17 London Road, Derby	0.0 0.1	0.2 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Derby	0.0	0.4	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Sainsburys Local, 71-77, Farm Street, Derby	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Kingsway Retail Park, Derby	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Sainsburys, Wyvern Way, Derby	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, 25 Derby Road, Derby	0.0	0.1 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8 1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Kipling Drive, Derby Sub-Total (Derby)	0.3 4.1	1.7	0.0	0.0	0.0	1.8	0.0	0.0	29.8	8.4	0.0	0.0	0.0	0.0	1.0	1.1	0.0	1.1
	7.2	1.7	0.0	0.0	0.0	1.0	0.0	0.0	25.0	0.4	0.0	0.0	0.0	0.0	1.0		0.0	
Outside Study Area - East Staffordshire		- 2.0	1.0	- 12	0.0	- 0.0	0.0	0.0	46	- 0.0	6.7	- 0.0	20.7	0.0	0.0	0.0	0.0	- 0.0
Aldi, Horninglow Street, Burton-on-trent Asda, Octagon Centre, Orchard Street, Burton-on-trent	5.5 2.1	2.0 1.8	1.9 0.0	1.3 0.0	0.0	0.0 0.5	0.0 1.0	0.0	4.6 1.0	0.0 1.2	6.7 0.0	0.0 2.6	20.7 9.9	8.8 6.6	0.0	0.0	0.0	0.0
Brizlincote	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Burton Upon Trent	0.1	0.8	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Co-op - Foodstore, Crowberry Lane, Barton-under-needwood	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Coopers Square Shopping Centre, Burton Upon Trent	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Unit 34, Octagon Centre, Orchard Street, Burton-on-trent	0.1	0.3 0.3	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.6	1.7	0.0	0.0	0.0	0.0
Lidl, Derby Street, Burton-on-trent M&S Foodhall, 2-6 St Modwens Walk, Burton-on-trent	0.3 0.7	1.2	0.0	0.0 1.5	0.0	0.7 0.0	2.1	0.0 1.0	1.0 1.0	1.2	0.0	0.0	0.7	1.0 3.4	0.0	0.0	0.0	0.0
Morrisons, Wellington Road, Burton-on-trent	2.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1		2.3	8.2	2.8	0.0	0.0	0.0	0.0
Sainsburys Local, 87 Burton Road, Burton-on-trent	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	5.5 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys Local, Horninglow Road, Burton-on-trent	0.2	0.5	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Union Street, Burton-on-trent	2.5 8.5	0.6 3.3	0.7	1.0	0.0	0.0	0.8	0.0	4.7 3.7	1.2 0.0	0.0	0.0	8.5 38.8	1.2 13.8	0.0	1.2	0.6	0.0
Tesco, St Peters Bridge, Burton-on-trent Uttoxiter	0.1	0.0	1.8	0.0	0.6	0.0	0.0	0.0	0.0	0.0	2.8 0.0	5.8 0.0	0.8	0.0	0.0	0.0	0.0	0.0
Sub-total (East Staffordshire)	22.2	12.6	4.4	8.8	0.6	1.2	3.8	2.2	15.8	7.1	16.5	12.9	91.4	43.3	0.0	2.1	0.6	0.0
Outside Study Area - Lichfield	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Church Street, Lichfield Co-op - Foodstore, 43 Main Street, Alrewas	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Co-op - Foodstore, Main Street, Whittington	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	0.0	0.8	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total (Lichfield)	0.1	1.2	0.0	0.0	0.0	5.0	0.0	0.0	0.0	2.0	0.7	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - North West Leicestershire																		-
Co-op - Foodstore, 19 High Street, Measham	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.4	0.0	0.0
Co-op - Foodstore, 35-37 Borough Street, Castle Donington	0.0	1.2 1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op - Foodstore, Ashby Road, Ibstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Lidl, 48 Thornborough Road, Coalville Morrisons, Whitwick Road, Coalville	0.2 0.6	0.2 0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4 2.2	1.4 0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0 2.3	0.0
Norris Hil	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0
Tesco Express, 14 High Street, Measham	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.6 34.1	0.0	0.0
Sub-total (North West Leicestershire)	0.9	3.4	0.0	0.0	0.0	0.0	0.0	0.0	3.5	10.0	0.0	0.0	0.0	0.0	1.3	34.1	2.3	0.0
Outside Study Area - Other							+	-	1									
Otter, West Midlands	0.0	0.2	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total (Other)	0.0	0.2	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Derbyshire							1		1									
Aldi, Huntspill Road, Hilton	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Witham Close, Hilton	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total (South Derbyshire)	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Tamworth Asda Walmart Supercentre, Ventura Retail Park, Ventura Park Road, Tamworth	0.5	0.1	0.0	0.0	2.8	0.0	1.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.6	0.0	0.0	0.0
M&S Foodhall, Ventura Retail Park, Ventura Park Road, Tamworth	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Bitterscote Drive, Tamworth	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Sub-total (Tamworth)	0.6	0.3	0.0	0.0	2.8	0.0	1.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.6	0.0	0.7	0.8
SUB-TOTAL OUTSIDE STUDY AREA	28.5	19.5	4.4	8.8	3.4	8.0	4.8	5.0	54.2	28.4	17.2	16.0	91.4	43.3	2.8	37.4	3.6	1.8
ADE OTOD I AREA						0.0									2.0			2.70
TOTAL																		
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		1101010	1,000,0	100.0	10000	100.0	100.0	100.0	100.0	100.0	100.0	1101010	100.0	10000	10000	1101010	100.0	

Notes:
a. Wards as set out in Table 1
b. Market shares for 'main' and 'top-up' shopping derived directly from Swadlincote Household Survey (July 2015) and weighted/filtered
c. Excludes 'don't know/ varies' and internet sales
d. Survey has been readjusted to exclude 'Lidl at Belmont Street, which was demolished in June 2015 in preparation for the development of a new store, anticipated to open December 2015 (9/2014/1176). Any responses added to Aldi at The Pipeworks due to similar offer.

TABLE 4: RETAINED (2015) EXPENDITURE BY D	ESTINATION	(CONVENI	ENCE)																								
	HAIN FOOD	TAL TOP UP	TOTAL	MAIN FOOD	TOP UP	TOTAL	MAIN FOOD	TOP UP	TOTAL	MAIN FOOD	TOP UP	TOTAL	MAIN FOOD	TOP UP	TOTAL	MAIN FOOD	T09 UP	TOTAL	MAIN FOOD	TOPUP	TOTAL	MAIN FOOD	TOPUP	TOTAL	MAIN FOOD	H TOP UP	TOTAL
DESTINATION DETAINED IN STUDY ADEA		- "			! ·			1	- 1	- "		- 1	- "	LITE.	- "		- 10		- 6.1		ļ	m				A fri	
Zone A - SOUTH DERBYSHIRE Newhall Local Centre																											
Other Local Shops - Zone 1	0.0 0.0 0.2 0.2	0.3 0.1 1.2 1.6	0.3 0.1 1.3 1.8	0.0 0.0	0.3 0.1 0.9	0.3 0.1 0.9	0.0 0.0	0.1 0.0 0.2	0.1 0.0 0.2	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.2	0.0 0.0	0.0 0.0 0.2	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0
Sub Total (Zone A) Zone B - SOUTH DERBYSHIRE			_	6.6	13	1.3	0.0	6.3	0.3	0.0	0.0	6.6	0.0	6.6	0.0	0.2	6.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ald, Hepworth Rehal Park, Promorks, Swadincole Church Greeley Local Centre Treland, Unit 3, Coppler Side, Swadincole	20.9 0.0 0.7	1.5 0.6 0.4	22.7 0.6 1.1	5.8 0.0	0.6 0.0	6.4 0.0	6.6 0.0	0.6	7.2 0.4	2.1 0.0	0.2	2.2 0.0	0.5 0.0	0.1 0.1	0.5 0.1	3.7 0.0	0.2 0.1	1.9 0.1	0.2 0.0	0.0	0.2 0.0	1.9 0.0	0.1 0.0	2.0 0.0	0.2	0.1 0.0	0.3
Bellands, Unit J., Coppice Sales, Swadpincote Mornisons, Coppice Sales, Swadpincote Salvaburys Looal, Glamorgan Way, Church Gresley	35.9 0.3 25.5	3.7 2.0 4.1	39.5 2.4 29.6	9.5	1.0	10.6	8.3	0.5 1.2	9.1 1.2	6.0	0.5	6.9	1.2	0.0	1.2	6.5	0.6 0.4	7.0 0.4	1.0	0.0	1.0	2.6	0.4	3.0	0.5	0.0	0.5
Sainsburys, Civic Way, Swadincote Swadincote	25.5 0.1	4.1 0.9	29.6 1.0 0.5	7.4 0.0 0.0	1.4 0.4	0.3 5.9 0.4 0.0	6.7 0.0 0.0	1.2	7.9 0.2	0.1 2.6 0.0	0.0 0.5 0.2	3.1 0.2	2.4 0.0 0.0	0.2 0.0 0.0	2.5	3.0	0.2	3.2 0.0	1.2 0.0	0.4	1.7	0.1 0.8 0.0	0.3 0.0 0.3	1.1	1.3	0.0 0.0 0.0	0.1 1.3 0.1 0.0
Tesco Express, Common Road, Church Gresley Tesco Express, Hearthcote Road, Swadincote The Figure Crist, Seadincote Sub Total (Zone 5)	0.1 0.0 0.0 0.0 0.1	0.5 0.3 0.1 14.7	0.5 0.1 98.3		0.0 0.1 0.0	0.1	0.0	0.4 0.3 0.0 5.1	0.4 0.3 0.1	0.0 0.0 0.0	0.2 0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.4	0.0	0.0 0.0	0.1 0.0 0.0 1.7	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.3 0.0 0.0	0.0 0.0 0.0	0.0	0.0
Sub Total (Zone B) Zone C - SOUTH DERBYSHIRE Ands Petro Filing Station College, Burton Road, Woodelie		14.7	_	23.0	4.0	27.0	21.5	5.1	26.9	10.5	1.9	12.7	41	0.4	43	13.5	1.7	15.1	2.4	0.5	3.0	5.4	1.1	6.5	2.6	0.1	2.7
Axia Petrol Filing Station, Toligate, Euron Road, Woodville Tesco Express, 42 High Street, Swadincote	0.0 0.0	0.2 0.5	0.2 0.6 0.2	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0	0.0	0.2 0.7 0.2	0.2 0.7 0.2	0.0	0.0	0.0	0.0	0.0 0.1 0.0	0.0 0.1	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0	0.0	0.0
Woodville Local Centre Sub Total (Zone C)	0.0	0.2 1.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0 0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone D - SOUTH DERBYSHIRE Co-op - Foodstore, 2 Castle Way, Willington	1.2 0.0	1.7	2.9 0.0	0.0	9.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.7	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0
Weborne Repton	0.0	0.3 0.2	0.3 0.2	0.0	0.0 0.0	0.0	0.0 0.0	0.0	8.0	0.0 0.0	0.0	8.0	0.0 0.0	0.3 0.2	0.3 0.2	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	80
Salmsbury's Local, Derby Road, Melbourne Simally Sour, High Sheet, Reptor	0.5 0.0	0.0 0.1	0.0 0.1	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.5 0.0	0.0 0.1	0.0 0.1	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Sub Total (Zone D) Zone F - SOUTH DESBYSHEE	1.7	2/	5.3	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	3.6	5.2	0.0	9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone E - SOUTH DERBYSHERE Co-op - Foodstone, 67 Burton Road, Oversea Co-op - Foodstone, Main Street, Roakston	0.2 0.0 0.0		0.5 1.2 0.0		0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.2 0.0	0.5 1.2 0.0	0.7 1.2 0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0 0.0
Linton Netherseal Overseal Sub Total (Zone E)	0.0 0.0	0.0 0.0 2.0	0.0 0.0 2.1	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.1	0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.2	0.1 0.0 1.9	0.1 0.0 2.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0
Sub Total (Zone E) Zone F - EAST STAFFORDSHIPE				0.0		0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	1.9	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-co - Poodstons, 129 Santon Road, Sapenhil Co-co - Poodstons, 225 Woods Lane, Sapenhil Co-co - Poodstons, 35 Church Hill Street, Winshil	0.7 0.0 0.0	0.3 1.2 1.3	1.0 1.2 1.3	0.0 0.0 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.7 0.0 0.0	0.1 0.0 0.0	0.8 0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.2 1.2 1.3	0.2 1.2 1.3	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
One Stop, Hawfield Lane, Wirehill, Burton-on-Then Stapenhill	0.0		0.1 0.2	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.1 0.2	0.1 0.2	0.0	0.0	0.0 0.0	0.0	0.0	0.0
Yesco Express, 2 Best Avenue, Stapenhill Yesco Express, Stanton Road, Stapenhill Wivshill Sub Total (Zone F)	0.0 0.4 0.0	0.2 0.1 4.6	6.6 0.1 5.0	0.0 0.0	0.1 0.0	0.1 0.0 0.1	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.1 0.3	0.0 0.1	0.0 0.0	0.1 0.0	0.1 0.0 0.1	0.4 0.0	6.1 6.0 4.1	0.5 0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Sub Total (Zone F) Zone G - NORTH WEST LESCESTERSHERE				0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	u./	0.3	- 1.1	0.0	6.1	0.1	0.4	4.1	4.3	0.0	0.0	0.0	0.0	0.0	- 0.0
Moins Other Local Shoos - Zone 7 Sub Total (Zone G)	0.0 0.0 0.0	0.2 0.0 0.2	0.2 0.0 0.2	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	988	0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.2 0.0 0.2	0.2 0.0 0.2	0.0 0.0	0.0 0.0 0.0	0.0 0.0
Zone M - NORTH WEST LEICESTERSHIRE Aldi, Dents Road, Ashby-de-la-zouch Esbha-de la-Zouch	9.5	_	_		0.0	0.5		0.0	0.1	0.0	0.0	0.0	1.1	0.2	1.3	0.1	0.0	0.1	0.0	0.0	0.0	1.5	0.0	1.8	5.6	0.8	6.7
Ashby-de-la-Zouch Co-op - Foodstone, 73 Market Street, Ashby-de-la-zouch Co-op - Foodstone, 79 Derby Road, Ashby-de-la-zouch Co-op - Foodstone, 90 Derby Road, Ashby-de-la-zouch	63 63	0.6	10.5 6.9 1.1 2.6	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3 0.0	0.0	0.0	0.0	0.0	0.1	0.1 0.0	0.0	0.5 0.7	0.5 1.1
Co-op - Foodstone, 9 Derby Road, Ashby-de-la-asuch Tesco, Besolution Boad, Ashby-de-la-pouch Sub-Total (Zone H)	23.1 34.0	2.0 2.3 6.7			0.0 0.2 0.2	0.0 0.7 1.2	0.0 0.5 0.7	0.0	0.0 0.6 0.7		0.0 0.2 0.2	2.6 2.6	0.0	0.2 0.2 0.6	0.2 5.3 6.9		0.0	0.0 0.1 0.6	0.0	0.0 0.1 0.1	0.0 0.1 0.1	0.2 3.5 5.8	0.0 0.3 0.5	0.2 4.1 6.3	0.4 10.7 17.3	1.7 1.2 5.0	2.1 11.9 22.3
SUB-TOTAL STUDY AREA	120.7	34.5	155.3	23.9	5.7	29.6	22.5	5.4	27.9	13.2	3.3	16.5	12.7	5.0	17.7	14.4	3.6	15.0	2.9	4.7	7.5	11.2	1.5	13.0	19.9	5.1	25.0
(South Derbyshire District)	85.6	23.1	100.6	23.0	5.3	26.3	21.8	5.3	27.2	10.6	3.0	13.8	5.7	4.0	9.7	13.6	3.6	17.4	2.4	0.5	3.0	5.4	1.1	6.5	2.6	0.1	2.7
Gutaide Study Area - Perby																											==
Bed, Potendanen sola, Derto Hdd, Uthorster Nava Road, Derby Beda Walmart Supercentre, Derby Road, Derby	0.3 0.5 0.2	0.0 0.0 0.1	0.5 0.3	0.0	90	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5 0.2	0.0	0.5 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.1	0.0 0.1
Aeda, Sinfin District Centre, Arleston Lane, Derby Co-op - Foodstone, Unit 1, Heatherton District Centre, Hollybrook Way, I Familioods, Ascot Drive, Derby	× 0.0	0.2 0.1	0.2 0.1	0.0 0.0	0.0 0.0	0.0	0.0	0.0	8.0	0.0 0.0	0.0	8.0	0.0 0.0	0.1 0.2 0.1	0.2 0.1	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0
M&S Foodhall, 17 London Road, Derb Other, Derby Salmsburys Local, 71-77, Farm Street, Derby Salmsburys, Kingseew Retail Park, Derby Salmsburys, Wyvern Way, Derby	0.2 0.0 0.3	0.0 0.1 0.0	0.2 0.1 0.3	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.1 0.0	0.0 0.1 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.3	0.0 0.0	0.2 0.0 0.3	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0
Salmburys, Kingsway Retail Park, Derby Salmburys, Wyvern Way, Derby Tanno Propess, 25 Derby Sport Derby	0.7 0.6	0.0	8.7 8.6	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	3.0 3.0	0.0	0.6	0.0	0.0	6.0 0.0	0.0	0.0	0.0	0.1 0.0	0.0	0.1 0.0	0.0	0.0 0.0	0.0 0.0
Tesco, Kisling Drive, Derby Sub-Total (Derby)	0.5 8.4	0.1 0.5	0.6 9.2	0.0	0.0	9.0	0.0	0.0 0.1	0.0 0.1	0.0	0.0	0.0	0.5 8.3	0.5	0.6 8.9	0.0	0.0	0.0	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0 0.1	0.0
Quitaide Study Area - East Staffordahire Add, Hominglow Street, Surbon-on-treet Aeda, Octagon Centre, Orchard Street, Burton-on-treet	9.5 3.7	0.5 0.5	10.6	0.5	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	1.3	1.2	0.0	1.2	6.9	0.7	7.6	0.0	0.0	0.0	0.0	0.0	0.0
Adds, Octagon Centre, Orchard Street, Burton-on-brent Brisincote Burton Upon Treet	0.0 0.1	0.5 0.1 0.3	8.1 8.5	0.0 0.0	0.0 0.1	0.0 0.1	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.1	0.0	0.0 0.1	3.3 0.0 0.0	0.1 0.2	0.1 0.2	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0 0.0
Co-op - Foodstore, Crowberry Lane, Barton-under-needwook Coopers Square Shopping Centre, Burton Upon Tren Iceland, Unit 34, Octagon Centre, Orchard Street, Burton-on-tren	0.1 0.0 0.2	0.1 0.1 0.1	0.2 0.1 0.3	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.1 0.0	0.0 0.1 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.2 0.0 0.0	0.0 0.0 0.2	0.0 0.0 0.1	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0
MBS Foodhall, 2-6 St Moderns Walk, Burton-on-bren Morrisons Walkonton Brad Burton-on-bren	0.5 1.3	0.1 0.5	0.6 1.5	0.0	0.0 0.1	0.0 0.1	0.0	0.0	0.0	0.0 0.3	0.0	0.0 0.3	0.3 0.3	0.0 0.1	0.3 0.4	0.0 0.0	0.0 0.0	0.0 0.0 1.1	0.2 0.8	0.1 0.3	0.3 1.0 2.0	0.0	0.0	0.0	0.0	0.0	0.0
Formans, visioni 57 Serias, Raron-Se-trees Seimburse Local, Haminolose Road, Sarton-on-Inen Seimburse Local, Haminolose Road, Sarton-on-Inen	86 93	0.0 0.2	0.0 0.5	0.0	0.0 0.2	0.0 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	60	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salmburys, Union Street, Burton-on-tren Texco, St Peters Bridge, Burton-on-trent Uffication Sub-total (East Staffordahire)	4.5 14.9 0.2 39.3	0.3 1.4 0.0 5.4	4.5 16.3 0.2 44.7		0.0 0.0	0.4 0.0	0.1 0.0	0.0	0.1 0.0	0.0 0.0	0.0	0.0 0.0	1.3 1.0 0.0 4.4	0.0 0.0	1.0	0.5 0.5	0.3 0.0	0.7 0.0	12.8 0.2	9.1 1.1 0.0	14.0 0.2	0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.1 0.0 0.0
Sub-total (East Staffordshire) Outside Study Area - Lichfield Mid. Pauch Study Lichfield	_		44.7	ĭĭ	8.6	1.7	6.1	6.1	0.2	6.5	6.1	3.6	4.4	6.5	4.9	2.9	8.6	33	30.2	3.6	33.6	6.6	0.1	6.1	6.1	8.8	6.1
Aldi, Church Street, Lichfield Lo-op - Foodstons, 43 Main Street, Alnessas Co-op - Foodstons, Main Street, Whittingtor	0.1 0.0	0.0 0.0 0.1	0.1 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0 0.1	0.0 0.0	0.1 0.0	888	0.1 0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Texos Extra, Church Street, Lichfield Sub-total (Lichfield)	0.0 0.1	0.3 0.5	83	0.0	0.0	0.0	0.0	0.3 0.3	0.3 0.3	0.0	0.0	0.0	0.0	0.0 0.1	0.1	0.0 0.1	0.0	0.0 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0
Outside Study Area - North West Leicestershire Lo op - Foodstore, 19 High Street, Messhari	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.6	8.0	0.0	0.0	0.0
Co-op - Poodstone, 35-37 Borough Street, Castle Donington Co-op - Poodstone, Ashby Road, Shatock Lidt, 45 Thomborough Road, Coalville Mornions, Whitwick Road, Coalville Marsh Mil.	0.0 0.1 0.5	0.6 0.0 0.1	0.6 0.1 0.6 1.1		0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.4	0.6 0.0 0.1	0.6 0.0 0.5	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.1 0.1	0.0 0.0	0.1 0.1	0.0 0.0	0.0 0.0	0.0
Toron Surross 12 Mark Planet Marriera	0.0 0.0		0.1	0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0	88	0.0 0.0 0.0	0.0 0.0	88	3.0 0.0 0.0	0.0 0.0	0.6 0.0 0.0	0.0 0.0	00	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.1 0.3	0.0 0.1 0.3	0.5 0.0	0.0 0.0	0.5 0.0 0.0
Sub-total (North West Leicestershire) Outside Study Area - Other	1.6	1.7	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	9.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.0	1.1	0.5	0.0	0.5
Sub-total (Other)	0.0 0.0	0.1 0.1	0.1 0.1	0.0	0.0	9.0	0.0	0.0	0.0	0.0	0.1 0.1	0.1 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Derbyshire Ald, Hunbspill Road, Hilton	1.4 0.0 1.4	0.0	14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Withern Close, Hilton Sub-total (South Darbyshire)	1.4	0.1 0.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.1 0.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Tamworth Anda Walmart Supercentre, Ventura Batal Park, Ventura Park Road, Tan 1955 Foodhall, Ventura Ratal Park, Ventura Park Road, Tamworti	0.9	0.0	0.9	0.0	0.0	0.0	0.7	0.0	9.7	0.1	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Salraburys, Bitterscote Drive, Tarresorth Sub-total (Tarresorth)	0.1 1.0	0.1 0.0 0.1	0.1 1.1	0.0	0.0	9.0	0.0	0.0	0.0 0.7	0.0 0.1	0.0	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.1	0.0	0.0 0.1	0.1 0.1	0.0	0.1 0.2
SUB-TOTAL OUTSIDE STUDY AREA	531-9	5.6	60.5	**	0.6	197	0.5	0.5	1.3	0.7	0.2	0.5	15.1	2.0	17.0	3.0	0.7	3.7	30.2	3.6	33.8	0.3	181	1.4	0.7	0.1	0.5
TOTAL	172.6	43.1	215.7	25.0	6.3	31.3	23.3	5.0	29.2	13.9	3.5	17.3	27.0	6.9	34.7	17.4	4.3	21.7	33.0	5.3	41.2	11.5	2.9	14.4	20.7	5.2	25.6
Notes:																											

			CONVENIENCE				
DESTINATION	NET SALES (sq m)	CONVENIENCE SALES AREA (A)	SALES DENSITY (B)	BENCHMARK TURNOVER (AxB)	SURVEY TURNOVER DERIVED FROM STUDY AREA £m	DRAWN FROM STUDY AREA %	SURVEY TURNOVE
		(2)	(5)	(AAD)	2111	70	2111
WITHIN STUDY AREA							
Zone A - SOUTH DERBYSHIRE							
Newhall Local Centre				0.3	0.3	100.0	0.3
Other Local Shops - Zone 1				0.1	0.1	100.0	0.1
Sainsburys Local, High Street, Swadlincote	250	238	12,684	3.0	1.3	100.0	1.3
Sub Total (Zone A)	250	238		3.4	1.8		1.8
Zone B - SOUTH DERBYSHIRE							
Aldi, Hepworth Retail Park, Pipeworks, Swadlincote	781	624	11,748	7.3	22.7	100.0	22.7
Church Gresley Local Centre				0.6	0.6	100.0	0.6
Iceland, Unit 3, Coppice Side, Swadlincote	496	481	7,615	3.7	1.1	100.0	1.1
Morrisons, Coppice Side, Swadlincote	4,368	3,494	13,388	46.8	39.6	100.0	39.6
Sainsburys Local, Glamorgan Way, Church Gresley	270	257	12,684	3.3	2.4	100.0	2.4
Sainsburys, Civic Way, Swadlincote	5,030	3,632	12,684	46.1	29.6	100.0	29.6
Swadlincote				1.0	1.0	100.0	1.0
Tesco Express, Common Road, Church Gresley	149	142	12,099	1.7	0.8	100.0	0.8
Tesco Express, Hearthcote Road, Swadlincote	149	142	12,099	1.7	0.3	100.0	0.3
The Pipeworks, Swadlincote				0.1	0.1	100.0	0.1
Sub Total (Zone B)	11,243	8,772		112.3	98.3		98.3
Zone C - SOUTH DERBYSHIRE							
Asda Petrol Filling Station, Tollgate, Burton Road, Woodville				0.2	0.2	100.0	0.2
Tesco Express, 42 High Street, Swadlincote	131	124	12,099	1.5	0.8	100.0	0.8
Woodville Local Centre				0.2	0.2	100.0	0.2
Sub Total (Zone C)	130.7	124.2		1.9	1.1	100.0	1.1
Zone D - SOUTH DERBYSHIRE							
Co-op - Foodstore, 2 Castle Way, Willington	124	108	8,146	0.9	2.9	100.0	2.9
Findern			,	0.0	0.0	100.0	0.0
Melbourne				0.3	0.3	100.0	0.3
Repton				0.2	0.2	100.0	0.2
Sainsbury's Local, Derby Road, Melbourne	537	510	12,684	6.5	1.7	100.0	1.7
Simsby			,	0.0	0.0	100.0	0.0
Spar, High Street, Repton				0.1	0.1	100.0	0.1
Sub Total (Zone D)	661	618	20,830	8.0	5.3		5.3
Zone E - SOUTH DERBYSHIRE							
Co-op - Foodstore, 67 Burton Road, Overseal	343	300	8,146	2.4	0.8	100.0	0.8
Co-op - Foodstore, Main Street, Rosliston	169	148	8,146	1.2	1.2	100.0	1.2
Linton			-,	0.0	0.0	100.0	0.0
Netherseal				0.1	0.1	100.0	0.1
Overseal				0.0	0.0	100.0	0.0
Sub Total (Zone E)	513	448	16,293	3.8	2.1		2.1
,			.,				
SUB-TOTAL SOUTH DERBYSHIRE DISTRICT	12,798	10,200		129.4	108.6		108.6

- Notes:
 a. Floorspace figures take from Store Point Database (2015)
 b. Net floorspace based on WYG judgement/Store Point Database. Where no convenience floorspace data is available for local shops, WYG has assumed they are trading at equilibrium c. Net convenience floorspace derived from ratio provided by Verdict Grocer Retailers (2014) where available, for Express or Local formats, increased convenience split of 95% adopted d. Sales densities derived from Verdict (2014) or Mintel Retail Rankings (2014) for national multiples and WYG judgement for local shops. Aldi sales density is taken from information available to WYG from Verdict e. Survey derived turnover derived from Swadlincote Household Survey (2015) taken from Table 4 f. Percentage of turnover drawn from Study Area is based on WYG judgement and geographic position of facility within the Study Area.
 g. Net sales area for Sainsbury's Civic Way determined in accordance with Storepoint and planning consent 9/2009/0185 for extension to the store.

 May not add up due to rounding

2013 PRICES

TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN SWADLINCOTE'S CATCHMENT

Table 6a: Fetimated 'Canacity' for Convenience Goods Facilities in Swadlingote Catchment

rabic our Estimated	cupacity for conferm	ciice ecous i uciiicies ii	· omaaiiiiooto oatoiiiio
Year	Turnover - £m ¹	Expenditure Available - £m ²	Surplus Expenditure - £m
2015	120.4		
2015	129.4	108.6	-20.8
2020	127.9	115.0	-12.9
2025	128.1	122.6	-5.5
2028	128.5	127.2	-1.3
2030	128.8	129.9	1.2
Market Share		50.4	

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 (Oct 2014)

b. Assumes constant market share claimed by South Derbyshire facilities at 50.4% from Study Area

2013 PRICES

Table 6b: Quantitative Need for Additional Floorspace – Convenience Goods Swadlincote Catchment

Year		Convenience Goods	
	£m	Floorspace F	Requirement
	0	Min ^{1*}	Max ^{2*}
2015	-20.8	-1,600	-2,700
2020	-12.9	-1,000	-1,700
2025	-5.5	-400	-700
2028	-1.3	-100	-200
2030	1.2	100	200

2030 1.2 100 200

a. Average sales density assumed to be £13,000 per sq.m based on the average sales density of the leading four supermarkets as identified by (Verdict 2014) b. Average sales density assumed to be £7,600 per sq.m based on average of discounter retailers

c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 (October 2014)

2013 PRICES

Table 6c: Net Quantitative Need for Additional Floorspace - Convenience Goods

Year			Convenience Goods		
	£m	£m	£m	Floorspace F	Requirement
				12	22
		Extant	Residual	Min [*]	Max ²
2015	-20.8	3.7	-24.5	-1,900	-3,200
2020	-12.9	3.6	-16.5	-1,300	-2,200
2025	-5.5	3.6	-9.2	-700	-1,200
2028	-1.3	3.7	-5.0	-400	-700
2030	1.2	3.7	-2.5	-200	-300

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 (October 2014)

b. Planning commitments taken from Table 6a below

2013 PRICES

TABLE 6d: CONVENIENCE GOODS PLANNING COMMITMENTS BENCHMARK TURNOVER (2015)

Reference	Location	Proposal	Gross Retail Floorspace	Net Retail Floorspace			Estimated Turnover (£)		om Swadlincote nment
Swadlincote Catchme	ņt							%	£m
9/2014/1176		Demolition of existing retail store and erection of replacement store	2,016	1,307	1,046	3,522	3.7	100	3.7
							3.7		3.7
Total							3.7		3.7

Source: South Derbyshire District Council

- a. Floorspace for Lidl derived from Supporting Statement prepared by PlanA on behalf of Lidl UK (Application Reference: 9/2014/1176)
- b. Net convenience floorspace derived from ratio provided by Verdict Grocer Retailers (2014) where available, otherwise WYG judgement
- c. Sales densities derived from Verdict (2014) or Mintel Retail Rankings (2014) for national multiples and WYG judgement for other unspecified shops
- d. Excludes small COU applications (A1 Use Class) and A1 applications below 100 sq.m, and does not include net reduction of floorspace (A1)

TABLE 7: POPULATION AND EXPENDITURE (COMPARISON)

ZONE			POPULATION		1																								PER CAF	PITA EXPE	ENDITURI	Ē													
	2015		2025	2028	2030	1	1	1	1	2	015	ı	ı	1 1			2020										1	1	1	20	25	1	1		1					2	028	ı		ı	
						Furniture	DIY	Garden	Electric	al Clothes	CDs etc	Household	Recreatio	Chemist	TOTAL	Furniture	DIY	Garden	Electrical	Clothes	CDs etc H	lousehold Re	creation	Chemist	TOTAL	Furniture	DIY	Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Garden	Electrical	Clothes	CDs etc	Household	dRecreation	Chemist	TOTAL
A	17,068	17,943	18,733	19,139	19,394	255	98	40	304	642	138	541	367	61	2,446	286	110	45	341	719	154	606	414	69	2,744	335	129	53	399	842	181	710	487	80	3,216	369	142	63	440	929	200	783	538	89	3,552
В	16,513	17,406	18,247	18,670	18,927	263	104	44	294	638	137	518	378	52	2,427	295	116	49	329	715	153	580	426	58	2,722	346	136	58	386	837	180	680	502	68	3,191	381	150	68	426	923	198	750	553	75	3,524
С	9,679	10,191	10,665	10,902	11,049	274	105	46	288	676	137	543	377	58	2,504	307	118	51	323	758	154	609	425	65	2,808	359	138	60	378	888	180	713	500	76	3,292	396	152	71	417	979	199	787	552	84	3,636
D	15,754	16,560	17,295	17,665	17,891	366	146	74	414	991	197	811	449	93	3,542	410	164	83	464	1,111	221	909	507	105	3,972	481	192	97	543	1,302	259	1,065	596	122	4,656	530	212	114	599	1,436	285	1,174	658	135	5,143
E	10,626	11,192	11,721	11,994	12,158	313	133	63	378	795	168	663	411	84	3,008	351	150	71	423	891	188	743	463		3,374	411	175	83	496	1,043	220	871	545		3,955	453	193	98	547	1,151	243	960	601	122	4,368
F	21,902	22,646	23,303	23,648	23,869	293	100	38	264	711	130	475	367	70	2,450	328	112	43	296	797	146	532	415	79	2,748	385	131	50	347	933	171	624	488	92	3,221	424	144	59	383	1,029	189	688	538	102	3,557
G	7,622	7,814	8,003	8,103	8,166	273	108	50	325	702	149	609	371	71	2,658	306	121	56	365	787	167	682	418	79	2,982	359	142	66	427	922	196	799	492	93	3,495	396	157	77	471	1,017	216	881	543	102	3,860
н	13,000	13,298	13,598	13,761	13,866	315	120	56	346	812	164	699	397	77	2,987	353	134	63	388	910	184	784	447	87	3,350	414	157	73	455	1,066	216	918	526	101	3,927	456	173	87	502	1,176	238	1,013	581	112	4,337
TOTAL	112,164	117,050	121,565	123,882	125,320	2,352	914	411	2,61	4 5,966	1,220	4,859	3,117	566	22,020	2,636	1,025	461	2,929	6,686	1,368	5,445	3,516	635	24,700	3,088	1,200	540	3,431	7,833	1,602	6,379	4,136	744	28,954	3,406	1,324	636	3,785	8,640	1,767	7,035	4,564	820	31,978

Notes:
a. Wards as set out in Table 1
b. Population figures taken from Experian G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2030 to cover future plan period c. Per Capita expenditure from Experian G3 Micromarketer (2015 data), adjusted to exclude SFT in accordance with Appendix 3 of Retail Planner Briefing Note 12.1.
d. Projected floward using growth rates taken from Appendix 3 of Retail Planner Briefing Note 12.1 (excluding 'adjusted' SFT allowance)

1								
DIY	Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
151	67	470	993	213	837	576	95	3,796
161	73	455	986	212	801	592	80	3,767
162	76	446	1,046	212	841	590	89	3,886
226	122	640	1,534	305	1,255	704	144	5,497
207	105	584	1,229	259	1,026	644	131	4,669
154	64	409	1,100	202	735	576	109	3,802
168	83	503	1,086	231	942	581	109	4,125
185	93	536	1,257	254	1,082	622	120	4,635
	151 161 162 226 207 154 168	151 67 161 73 162 76 226 122 207 105 154 64 168 83	151 67 470 161 73 455 162 76 446 226 122 640 207 105 584 154 64 409 168 83 503	DIY Garden Electrical Clothes 151 67 470 993 161 73 485 986 162 76 446 1,046 226 122 640 1,534 207 105 584 1,229 154 64 409 1,100 168 83 503 1,086	151 67 470 993 213 161 73 4855 986 212 162 76 446 1,046 212 226 122 640 1,534 305 207 105 584 1,229 259 154 64 409 1,100 202 168 83 503 1,086 231	DIV Garden Electrical Clothes CDs etc. Isousehold CDs CD	DIV Garden Electrical Clothes CDs etc Nousehold Recreation 151 67 470 993 213 837 576 161 73 455 986 212 801 592 162 76 446 1,046 212 841 590 226 122 640 1,534 305 1,255 704 207 105 594 1,259 229 1,026 644 154 64 409 1,100 202 735 576 168 83 503 1,086 231 942 581	Div Garden Electrical Clothes CDs etc. Household Recreation Chemist 151 67 470 993 213 837 576 95 161 73 455 986 212 801 592 80 162 76 446 1,046 212 841 590 89 226 122 640 1,534 305 1,255 704 144 207 105 594 1,229 259 1,026 644 131 154 64 409 1,100 202 735 576 109 168 83 503 1,066 231 942 581 109

3,639 1,415 682 4,044 9,231 1,888 7,517 4,885 876 34,176

TABLE 8: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

																										EXPENDITU	URE £(m)																									GRO		
																										COMPAR																										ALL COM	PARISON	
																																																			.'15-20	.'15-25	.'15-'28	15-13
	Furniture	DIY (Garden E	ectrical	Clothes C	s etc Hou	ısehold Re	creation Cl	hemist	Total	Furniture		Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY		Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Garden	Electrical	Clothes	CDs etc I	Household	Recreation	Chemist	Total	Furniture	DIY	Garden	Electric	cal Cloth	es CDs	etc House	hold Recre	eation Cher	nist Tota l				
	4.4	1.7	0.7	5.2	10.9	2.4	9.2	6.3	1.0	41.8	5.1	2.0	0.8	6.1	12.9	2.8	10.9	7.4	1.2	49.2	6.3	2.4	1.0	7.5	15.8	3.4	13.3	9.1	1.5	60.3	7.1	2.7	1.2	8.4	17.8	3.8	15.0	10.3	1.7	68.0	7.6	2.9	1.3	9.1	19.2	2 4.:	1 16.	.2 1:	1.2 1.	73.6	7.4	18.5	26.2	31.8
	4.3	1.7	0.8	4.9	10.5	2.3	8.5	6.2	0.9	40.1	5.1	2.0	0.9	5.7	12.4	2.7	10.1	7.4	1.0	47.4	6.3	2.5	1.1	7.0	15.3	3.3	12.4	9.2	1.2	58.2	7.1	2.8	1.3	7.9	17.2	3.7	14.0	10.3	1.4	65.8	7.7	3.0	1.4	8.6	18.7	7 4.0	0 15.	.2 1:	1.2 1.	71.3	7.3	18.1	25.7	31.2
	2.6	1.0	0.5	2.8	6.5	1.3	5.3	3.6	0.6	24.3	3.1	1.2	0.5	3.3	7.7	1.6	6.2	4.3	0.7	28.6	3.8	1.5	0.6	4.0	9.5	1.9	7.6	5.3	0.8	35.1	4.3	1.7	0.8	4.5	10.7	2.2	8.6	6.0	0.9	39.6	4.7	1.8	0.8	4.9	11.6	5 2.3	3 9.3	3 6	.5 1.	42.9	4.4	10.9	15.4	18.7
	5.8	2.3	1.2	6.5	15.6	3.1	12.8	7.1	1.5	55.9	6.8	2.7	1.4	7.7	18.4	3.7	15.1	8.4	1.7	65.8	8.3	3.3	1.7	9.4	22.5	4.5	18.4	10.3	2.1	80.5	9.4	3.7	2.0	10.6	25.4	5.0	20.7	11.6	2.4	90.9	10.1	4.0	2.2	11.5	27.4	1 5.5	5 22.	.4 12	2.6 2.	98.3	9.9	24.7	35.0	42.5
	3.3	1.4	0.7	4.0	8.4	1.8	7.0	4.4	0.9	32.0	3.9	1.7	0.8	4.7	10.0	2.1	8.3	5.2	1.1	37.8	4.8	2.1	1.0	5.8	12.2	2.6	10.2	6.4	1.3	46.4	5.4	2.3	1.2	6.6	13.8	2.9	11.5	7.2	1.5	52.4	5.9	2.5	1.3	7.1	14.9	3.2	2 12.	.5 7	.8 1.	56.8	5.8	14.4	20.4	24.8
	6.4	2.2	0.9	5.8	15.6	2.9	10.4	8.0	1.5	53.7	7.4	2.5	1.0	6.7	18.0	3.3	12.1	9.4	1.8	62.2	9.0	3.1	1.2	8.1	21.7	4.0	14.5	11.4	2.2	75.1	10.0	3.4	1.4	9.1	24.3	4.5	16.3	12.7	2.4	84.1	10.8	3.7	1.5	9.8	26.3	3 4.8	8 17.	.5 13	3.7 2.	90.7	8.5	21.4	30.4	37.1
	2.1	0.8	0.4	2.5	5.4	1.1	4.6	2.8	0.5	20.3	2.4	0.9	0.4	2.8	6.1	1.3	5.3	3.3	0.6	23.3	2.9	1.1	0.5	3.4	7.4	1.6	6.4	3.9	0.7	28.0	3.2	1.3	0.6	3.8	8.2	1.7	7.1	4.4	0.8	31.3	3.5	1.4	0.7	4.1	8.9	1.9	9 7.3	7 4	.7 0.	33.7	3.0	7.7	11.0	13.4
	4.1	1.6	0.7	4.5	10.6	2.1	9.1	5.2	1.0	38.8	4.7	1.8	0.8	5.2	12.1	2.5	10.4	6.0	1.2	44.6	5.6	2.1	1.0	6.2	14.5	2.9	12.5	7.2	1.4	53.4	6.3	2.4	1.2	6.9	16.2	3.3	13.9	8.0	1.5	59.7	6.8	2.6	1.3	7.4	17.4	1 3.5	5 15.	.0 8	.6 1.	7 64.3	5.7	14.6	20.8	25.4
í.	33.0	12.7	5.9	36.1	83.6	17.0 €	57.0	43.6	7.9	306.8	38.6	14.8	6.6	42.3	97.7	19.8	78.3	51.4	9.2	358.9	47.0	18.1	8.0	51.5	118.9	24.1	95.3	62.8	11.2	436.9	52.8	20.3	9.6	57.8	133.6	27.1	107.2	70.6	12.6	491.7	57.1	22.0	10.5	62.5	144.	4 29.	.3 115	.8 76	5.4 13	6 531.6	52.1	130.1	185.0	224.9

Notes:

a. Works as set out in Table 1.
b. Population figures taken from Experian G3 Micromarketer (2015 data), for 2015 (base date), 2020, 2025 and 2028 and 2030 to cover fisture plan period.
c. Per Capita expenditure from Experian G3 Micromarketer (2015 data), adjusted to exclude SFT in accordance with Appendix 3 of Rotal Planner Briefing Note 12.1.
d. Projected forward using growth rates taken from Appendix 3 of Retail Planner Briefing Note 12.1 (excluding 'adjusted' SFT allowance)

2013 PRICES

TABLE 9: SHOPPING PATTERNS (CLOTHES/SHOES)

TABLE 9: SHOPPING PATTERNS (CLOTHES/SHOES)									
DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE A CLOTHES/SHOES (%)	ZONE B CLOTHES/SHOES (%)	ZONE C CLOTHES/SHOES (%)	ZONE D CLOTHES/SHOES (%)	ZONE E CLOTHES/SHOES (%)	ZONE F CLOTHES/SHOES (%)	ZONE G CLOTHES/SHOES (%)	ZONE H CLOTHES/SHOES (%)
WITHIN STUDY AREA									
Zone A - SOUTH DERBYSHIRE Blooming Marvels Garden Centre, Meadow Lane, Newhall Garden King Garden Market, Park Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newhall Local Centre Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone B - SOUTH DERBYSHIRE Castle Gresley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Gresley Local Centre Morrisons, Coppice Side, Swadlincote Sainsbury's, Civic Way, Swadlincote	0.0 0.0 1.6	0.0	0.0	0.0 0.0 1.2	0.0 0.0 0.0	0.0 0.0 2.0	0.0 0.0 0.6	0.0 0.0 0.0	0.0 0.0 0.6
Swadlincote The Pipeworks, Swadlincote Sub Total (Zone B)	10.9 1.2 13.6	1.9 17.5 0.0 19.4	5.6 15.8 1.1 22.5	16.1 0.9 18.2	4.8 0.0 4.8	18.4 2.5 23.0	2.6 2.8 6.0	12.1 0.9 13.0	7.1 1.0 8.7
Zone C - SOUTH DERBYSHIRE Masseys, Swadlincote Road, Woodville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodville Local Centre Sub Total (Zone C)	0.1 0.1	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.6 0.6
Zone D - SOUTH DERBYSHIRE Bluebell Arboretum and Nursery, Annwell Lane, Smisby Bretby	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0
Findern Melbourne Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Willington Wyevale At Findern Garden Centre, Burton Road, Derby	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Sub Total (Zone D) Zone E - SOUTH DERBYSHIRE	0.0	0.0		0.0	0.0	0.0	0.0		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote Linton Netherseal	0.0	0.0	0.0 0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0
Overseal Roliston Sub Total (Zone E)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone F - EAST STAFFORDSHIRE Stapenhill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winshill Sub Total (Zone F)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE Blackfordby Moira Sub Total (Zone G)	0.0 0.5	0.0 0.9 0.9	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.7 0.7	0.0 0.0 0.0	0.0 1.1 1.1	0.0 1.6 1.6
Zone H - NORTH WEST LEICESTERSHIRE	0.5				0.0				
Ashby-de-la-Zouch Nottingham Road Retail Park, Ashby-de-la-zouch Tesco, Resolution Road, Ashby-de-la-Zouch	3.9 0.0 0.5	0.8 0.0 0.0	0.0 0.0 0.0	1.0 0.0 0.0	2.3 0.0 2.3	0.0 0.0 0.0	2.4 0.0 0.0	6.6 0.0 3.0	20.0 0.0 0.0
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zou Sub Total (Zone H)	0.0 4.4	0.0	0.0	0.0 1.0	0.0 4.6	0.0	0.0 2.4	0.0 9.6	0.0 20.0
TOTAL (WITHIN STUDY AREA) TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	18.6	21.1 19.4	22.5	19.3 18.2	9.4 4.8	23.7	8.4 6.0	23.8 13.0	30.9 9.3
OUTSIDE STUDY AREA									
Outside Study Area - Birmingham Birmingham	0.8	0.0	1.5	0.9	0.0	2.0	0.9	0.0	0.8
Sub Total (Birmingham) Outside Study Area - Blaby	0.8	0.0	1.5	0.9	0.0	2.0	0.9	0.0	0.8
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Sub Total (Blaby)	0.7 0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0 6.0
Outside Study Area - Charnwood BSQ, Jubilee Drive, Belton Road, Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Other, Charnwood Sub Total (Charnwood)	0.1 0.1 0.3	0.8 0.0 0.8	0.0 0.0 0.0	0.0 0.9 0.9	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.7 0.7	0.0 0.0 0.0
Outside Study Area - Derby Allenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Allestree Alvaston Ascot Drive, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Asda, Sinfin District Centre, Arleston Lane, Derby B&Q, Osmaston Park Road, Derby Boulton Moor	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.7	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Derby Derby Retail Park, Derby Homebase, Kingsway, Derby	16.0 0.0 0.0	11.6 0.0 0.0	33.1 0.0 0.0	13.5 0.0 0.0	35.1 0.0 0.0	6.7 0.0 0.0	5.6 0.0 0.0	7.1 0.0 0.0	12.3 0.0 0.0
Kingsway Retail Park, Derby Mickleover Osmaston Park, Derby	0.5 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	3.0 0.0 0.0	1.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, Derby City Pride Park, Derby Sinfin	0.1 0.0 0.0	0.0 0.0 0.0	0.7 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sinfin Shopping Centre, Derby Wyvern Retail Park, Derby Wyvern Way - Boots / Toys R Us, Derby	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Derby) Outside Study Area - East Staffordshire	16.8	11.6	33.8	14.6	38.1	8.4	5.6	7.1	12.3
Outside Study Area - East Starrordshire 2 Union Street - Former Comet, Burton Upon Trent Albion Gateway, Burton Upon Trent Anglesey Business Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
B&Q, Wellington Road, Burton Upon Trent Barton Fields, Lichfield Road, Burton-on-trent	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Branston Branston Square, Burton Upon Trent Burton Place Shopping, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Burton Shopping Park, Burton Upon Trent Burton Upon Trent Byrkley Garden Centre, Burton-on-trent	0.0 41.4 0.0	0.0 50.3 0.0	0.0 21.8 0.0	0.0 57.4 0.0	0.0 35.5 0.0	0.0 40.0 0.0	0.0 69.1 0.0	0.0 27.2 0.0	0.0 10.1 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent	0.3 3.2 0.0	0.0 8.1 0.0	1.9 5.6 0.0	0.0 0.0 0.0	0.0 3.9 0.0	0.0 2.2 0.0	0.0 1.1 0.0	0.0 0.0 0.0	0.0 1.9 0.0
Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent	0.5 0.0 0.0	0.8 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.1 0.0 0.0	0.0 0.0 0.0	0.8 0.0 0.0	0.7 0.0 0.0	0.0 0.0 0.0
St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent	0.0 0.0 0.4	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 1.5	0.0 0.0 0.0	0.0 0.0 0.7
Uttoxiter Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire)	0.0 45.8	0.0 59.1	0.0 29.3	0.0 57.4	0.0 40.4	0.0 42.2	0.0 72.5	0.0 28.0	0.0 12.7
Outside Study Area - Leicester Leicester Sub Total (Leicester)	1.4 1.4	0.0	0.0	1.2 1.2	2.1 2.1	0.0	0.0	1.7 1.7	7.4 7.4
Outside Study Area - Lichfield Lichfield	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Bornied Rugeley Sherstone Sub Total (Lichfield)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - North West Leicestershire A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Donington Coalville	0.2 0.5	0.0	0.0	0.0	1.1 1.2	0.0	0.0	0.0 1.6	0.0 1.6
Cropston Drive, Coalville Ibstock Measham	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Norris Hil Other, North West Leicestershire Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sunnyside Garden Centre, Leicester Road, Ibstock The Belvoir Shopping Centre, Coalville The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Whitwick Retail Park, Coalville Sub Total (North West Leicestershire)	0.0	0.0	0.0	0.0	0.0 2.3	0.0	0.0	0.0 1.6	0.0 1.6
Outside Study Area - Nottingham Nottingham Sub Total (Nottingham)	1.2 1.2	1.1 1.1	1.3 1.3	0.0	2.6 2.6	0.0	2.4	0.9 0.9	0.0
Outside Study Area - Other					0.0	0.7	0.0		1.0
Belper East Midlands Designer Outlet, Mansfield Road, South Normanton Giltbrook Shopping Park, Nottingham	0.4 0.3 0.1	0.9 1.2 0.0	0.0 0.0 0.0	0.9 0.0 0.0	0.0	0.0 1.0	0.0	0.0 1.7 0.0	0.0
Other, East Midlands Other, East of England Other, North East	0.4 0.2 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	1.9 0.0 0.0	0.8 0.6 0.0	0.0 0.0 0.0	0.0 0.6 0.0
Other, North West Other, South East and London Other, South West	0.6 0.3 0.1	1.0 0.0 0.0	0.5 1.2 0.0	2.1 0.0 0.0	0.7 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.6 1.7	0.6 0.0 0.0
Other, West Midlands Other, Yorkshire and Humber Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley	0.3 0.5 0.0	0.0 1.0 0.0	0.0 0.5 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.8 0.0 0.0	0.7 0.0 0.0	0.6 1.9 0.0
St Helier, Jersey Wyevale Garden Centre, Ashby Road, Stapleton, Leicester	0.1 0.1	0.0	0.0 0.0 0.0 2.2	0.0	0.0	0.0	0.0 0.0 0.0 2.3	0.0	0.6 1.0
Sub Total (Other) Outside Study Area - South Derbyshire Hillon Local Contro	3.4	4.1		3.0	1.6	3.6		5.6	6.4
Hilton Local Centre Other, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (South Derbyshire) Outside Study Area - Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Ankerside Shopping Centre, Tamworth Ventura Retail Park, Tamworth	3.4 0.0 6.9	1.0 0.0 1.2	0.0 0.0 9.5	0.9 0.0 1.8	0.0 0.0 2.3	11.9 0.0 7.3	2.3 0.0 5.5	3.1 0.0 27.4	11.0 0.0 10.8
Sub Total (Tamworth)	10.2	2.2	9.5	2.7	2.3	19.2	7.8	30.5	21.8
Outside Study Area - Walsall Walsall Sub Total (Walsall)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Abroad Sub Total (Other)	0.2	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub Total (Other) TOTAL (OUTSIDE STUDY AREA)	0.2 81.4	78.9	77.5	80.8	90.6	76.3	91.6	76.2	69,1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

APPENDIX 5 - SWADLINCOTE RETAIL & LEISURE STUDY

TABLE 10: SHOPPING EXPENDITURE RETENTION (CLOTHES/SHOES) (2015)

	TOTAL	ZONE A	ZONE B	ZONE C	ZONE D	ZONE E	ZONE F	ZONE G	ZONE H
DESTINATION	(Fm)	CLOTHES/SHOES (£m)	CLOTHES/SHOES (fm)	CLOTHES/SHOES (fm)	CLOTHES/SHOES (Fm)	CLOTHES/SHOES (Fm)	CLOTHES/SHOES (fm)	CLOTHES/SHOES (fm)	CLOTHES/SHO (fm)
ZESTINATION	(EIII)	(EIII)	(EIII)	(EIII)	(201)	(EIII)	(EIII)	(2111)	(EIII)
VITHIN STUDY AREA									
A COUTU DERRYCUTAE									
Zone A - SOUTH DERBYSHIRE Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sarden King Garden Market, Park Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
lewhall Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanton Nurseries, Woodland Road, Burton-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone A)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
oub Total (Zolie A)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone B - SOUTH DERBYSHIRE									
Castle Gresley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Gresley Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Coppice Side, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Civic Way, Swadlincote	1.2	0.2	0.6	0.1	0.0	0.2	0.1	0.0	0.1
Swadlincote	8.7	1.9	1.7	1.1	0.7	1.6	0.4	0.6	0.7
The Pipeworks, Swadlincote	1.0	0.0	0.1	0.1	0.0	0.2	0.4	0.1	0.1
Sub Total (Zone B)	10.9	2.1	2.4	1.2	0.7	1.9	0.9	0.7	0.9
C. COUTH PERBUCHTRE								 	
Zone C - SOUTH DERBYSHIRE Hasseys, Swadlincote Road, Woodville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodville Local Centre Sub Total (Zone C)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub Total (Zone C)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
one D - SOUTH DERBYSHIRE									
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bretby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Findern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Willington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nyevale At Findern Garden Centre, Burton Road, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone D)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone E - SOUTH DERBYSHIRE									
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linton Netherseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Overseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rolliston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone E)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zolle E)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone F - EAST STAFFORDSHIRE									1
Stapenhill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winshill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone F)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE									
Blackfordby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moira	0.4	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.2
Sub Total (Zone G)	0.4	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.2
• •									
Zone H - NORTH WEST LEICESTERSHIRE									
Ishby-de-la-Zouch	3.3	0.1	0.0	0.1	0.4	0.0	0.4	0.4	2.1
lottingham Road Retail Park, Ashby-de-la-zouch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fesco, Resolution Road, Ashby-de-la-Zouch	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0
Nickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone H)	3.9	0.1	0.0	0.1	0.7	0.0	0.4	0.5	2.1
									1
OTAL (WITHIN STUDY AREA.)	15.3	2.3	2.4	1.3	1.5	2.0	1.3	1.3	3.3
OTAL (WITHIN STUDY AREA)	15.3	2.3	2.4	1.3	1.5	2.0	1.3	1.3	3.3

	TOTAL CLOTHES/SHOES	ZONE A CLOTHES/SHOES	ZONE B CLOTHES/SHOES	ZONE C CLOTHES/SHOES	ZONE D CLOTHES/SHOES	ZONE E CLOTHES/SHOES	ZONE F CLOTHES/SHOES	ZONE G CLOTHES/SHOES	ZONE CLOTHES/S
DESTINATION DUTSIDE STUDY AREA	(£m)	(£m)	(£m)	(Em)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside Study Area - Birmingham									
Birmingham Sub Total (Birmingham)	0.6 0.6	0.0	0.2 0.2	0.1 0.1	0.0	0.2 0.2	0.1 0.1	0.0	0.1
Outside Study Area - Blaby osse Park Shopping Centre, Fosse Park Avenue, Leicester	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub Total (Blaby)	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Outside Study Area - Charnwood 88Q, Jubilee Drive, Belton Road, Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
.oughborough Other, Charnwood Sub Total (Charnwood)	0.1 0.1 0.2	0.1 0.0 0.1	0.0 0.0 0.0	0.0 0.1 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Outside Study Area - Derby									
Menton Mestree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nvaston Iscot Drive, Derby Isda, Sinfin District Centre, Arleston Lane, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
SaQ, Osmaston Park Road, Derby Soulton Moor	0.0 0.1	0.0	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0
Derby Derby Retail Park, Derby	14.2 0.0	1.3 0.0	3.5 0.0	0.9	5.5 0.0	0.6	0.9	0.4	0.0
łomebase, Kingsway, Derby Kingsway Retail Park, Derby Mickleover	0.0 0.5 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.5 0.0	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Osmaston Park, Derby Other, Derby City	0.0 0.1	0.0	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0
Pride Park, Derby Sinfin	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0
Sinfin Shopping Centre, Derby Nyvern Retail Park, Derby Nyvern Way - Boots / Toys R Us, Derby	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Derby)	15.0	1.3	3.6	1.0	5.9	0.7	0.9	0.4	1.3
Outside Study Area - East Staffordshire Union Street - Former Comet, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albion Gateway, Burton Upon Trent Inglesey Business Park, Burton Upon Trent 88O. Wellington Road, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Barton Fields, Lichfield Road, Burton-on-trent Branston	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0
Branston Square, Burton Upon Trent Burton Place Shopping, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton Shopping Park, Burton Upon Trent Burton Upon Trent Swifev Garlen Centre, Burton-on-trent	0.0 33.8 0.0	0.0 5.5 0.0	0.0 2.3 0.0	0.0 3.8 0.0	0.0 5.5 0.0	0.0 3.4 0.0	0.0 10.8 0.0	0.0 1.5 0.0	0.0 1.1 0.0
Byrkley Garden Centre, Burton-on-trent Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent	0.0 0.2 2.6	0.0 0.0 0.9	0.0 0.2 0.6	0.0 0.0 0.0	0.0 0.0 0.6	0.0 0.0 0.2	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.2
DFS, Tamworth Road, Burton-on-Trent Eton Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
forninglow ichfield Street - Blockbuster , Burton Upon Trent	0.0 0.0	0.0 0.0 0.1	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.1	0.0 0.0	0.0 0.0 0.0
liddleway Retail & Leisure Park, Burton Upon Trent ther, East Staffordshire crewfix, Beeches Park, Eastern Avenue, Burton-on-Trent	0.4 0.0 0.0	0.1 0.0 0.0	0.0	0.0	0.2 0.0 0.0	0.0	0.0 0.0	0.0	0.0
t Peters Retail Park, Burton Upon Trent esco, St Peters Bridge, Burton-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
he Octagon Shopping Centre, Burton Upon Trent Ittoxiter	0.3 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.2 0.0 0.0	0.0	0.1
Wellington Road Retail Park, Burton Upon Trent Mellington Road, Burton Upon Trent Mickes, Wellington Road, Burton Upon Trent	0.0	0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0
Sub Total (East Staffordshire)	37.3	6.5	3.1	3.8	6.3	3.6	11.3	1.5	1.3
Outside Study Area - Leicester Leicester Sub Total (Leicester)	1.3	0.0	0.0	0.1	0.3	0.0	0.0	0.1	0.8
Outside Study Area - Lichfield	1.3	0.0	0.0	0.1	0.3	0.0	0.0	0.1	0.8
ichfield tugeley	0.1 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.1 0.0	0.0	0.0	0.0
henstone Sub Total (Lichfield)	0.0 0.1	0.0	0.0	0.0	0.0 0.0	0.0 0.1	0.0	0.0	0.0
Outside Study Area - North West Leicestershire LW Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Donington Coalville	0.2 0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
ropston Drive, Coalville bstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham Iorris Hil Other, North West Leicestershire	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0
taunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la- iunnyside Garden Centre, Leicester Road, Ibstock	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0
the Belvoir Shopping Centre, Coalville The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Whitwick Retail Park. Coalville	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0
Villowck Retail Park, Coalville Sub Total (North West Leicestershire)	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Outside Study Area - Nottingham lottingham	1.1	0.1	0.1	0.0	0.4	0.0	0.4	0.1	0.0
Sub Total (Nottingham)	1.1	0.1	0.1	0.0	0.4	0.0	0.4	0.1	0.0
Outside Study Area - Other Belper last Midlands Designer Outlet, Mansfield Road, South Normanton	0.3	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Siltbrook Shopping Park, Nottingham Other, East Midlands	0.1 0.3	0.0	0.0	0.0	0.0	0.1 0.2	0.0 0.1	0.0	0.0
ither, East of England ither, North East	0.2	0.0	0.0	0.0	0.0	0.0	0.1 0.0 0.0	0.0	0.1
Other, North West Other, South East and London Other, South West	0.5 0.2 0.1	0.1 0.0 0.0	0.0 0.1 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.1 0.1	0.0
ther, West Midlands Ither, Yorkshire and Humber	0.2 0.4	0.0 0.1	0.0 0.1	0.0	0.0	0.0	0.1 0.0	0.0	0.1
lanters at Tamworth, Woodlands Farm, Trinity Road, Freasley t Helier, Jersey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
/yevale Garden Centre, Ashby Road, Stapleton, Leicester ub Total (Other)	0.1 2.8	0.0	0.0 0.2	0.0 0.2	0.0 0.3	0.0 0.3	0.0 0.4	0.0 0.3	0. 0 .
utside Study Area - South Derbyshire ilton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
ther, South Derbyshire warkestone Nursery, Lowes Lane, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0. 0.
ub Total (South Derbyshire)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jutside Study Area - Tamworth amworth nkerside Shopping Centre, Tamworth	2.9 0.0	0.1	0.0	0.1	0.0	1.0	0.4	0.2	1
entura Retail Park, Tamworth	5.7 8.5	0.1 0.2	1.0 1.0	0.1 0.2	0.4 0.4	0.6 1.6	0.9 1.2	1.5 1.6	1.
outside Study Area - Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
/alsall oub Total (Walsall)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other broad	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub Total (Other)	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
OTAL (OUTSIDE STUDY AREA)	68.3	8.6	8.2	5.3	14.2	6.4	14.3	4.1	

TABLE 11: SHOPPING PATTERNS (BOOKS, CDS, DVDS, ETC.)

	TOTAL	ZONE A	ZONE B	ZONE C	ZONE D	ZONE E	ZONE F	ZONE G	ZONE H
	BOOKS, CDS, ETC. (%)	BOOKS, CDS, ETC. (%)	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, E
DESTINATION	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Zone A - SOUTH DERBYSHIRE									
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garden King Garden Market, Park Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newhall Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanton Nurseries, Woodland Road, Burton-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone A)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone B - SOUTH DERBYSHIRE									
Castle Gresley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Gresley Local Centre	0.8	0.0	3.7	0.0	0.0	3.1	0.0	0.0	0.0
Morrisons, Coppice Side, Swadlincote	1.3	0.0	4.4	7.7	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Civic Way, Swadlincote	2.3	3.5	0.0	2.7	0.0	0.0	5.2	3.8	0.0
Swadincote	17.1	45.7	41.0	14.4	0.0	25.5	2.4	16.4	1.8
The Pipeworks, Swadincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone B)	21.4	49.3	49.0	24.8	0.0	28.6	7.6	20.2	1.8
Zone C - SOUTH DERBYSHIRE									
Masseys, Swadlincote Road, Woodville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodville Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone C)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone D - SOUTH DERBYSHIRE									
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bretby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Findern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Willington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale At Findern Garden Centre, Burton Road, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone D)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone E - SOUTH DERBYSHIRE									
		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0				0.0			0.0	0.0
Linton Netherseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0
Overseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roliston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone E)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0
Sub Total (Zolie E)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0
Zone F - EAST STAFFORDSHIRE									
Stapenhill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winshill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone F)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE									
Blackfordby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moira	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone G)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone H - NORTH WEST LEICESTERSHIRE									
Ashby-de-la-Zouch	13.2	0.0	1.5	18.4	19.9	0.0	0.0	24.4	63.9
Nottingham Road Retail Park, Ashby-de-la-zouch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Resolution Road, Ashby-de-la-Zouch	0.4	0.0	0.0	2.4	0.0	0.0	0.0	4.8	0.0
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone H)	13.6	0.0	1.5	20.7	19.9	0.0	0.0	29.2	63.9
TOTAL (INSIDE STUDY AREA)	35.1	49.3	50.5	45.6	19,9	28,6	7.6	53,2	65.7
TOTAL (MODE STODT AREA)									
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	21.6	49.3	49.0	24.8	0.0	28.6	7.6	24.0	1.8

	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	ZONE C BOOKS, CDS, ETC.	ZONE D BOOKS, CDS, ETC.	ZONE E BOOKS, CDS, ETC.	ZONE F BOOKS, CDS, ETC.	ZONE G BOOKS, CDS, ETC.	BOOKS, CDS
DESTINATION	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
DUTSIDE STUDY AREA									
tutside Study Area - Birmingham irmingham	1.4	0.0	1.9	0.0	0.0	4.0	3.2	0.0	0.0
ub Total (Birmingham)	1.4	0.0	1.9	0.0	0.0	4.0	3.2	0.0	0.0
Outside Study Area - Blaby Cosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ub Total (Blaby)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Charnwood									
&Q, Jubilee Drive, Belton Road, Loughborough oughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0 1.4	0.0	0.0
Ither, Charnwood ub Total (Charnwood)	0.0 0.4	0.0	0.0 0.0	0.0	0.0	0.0	0.0 1.4	0.0	0.0
Outside Study Area - Derby									
llestree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ivaston scot Drive, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
sda, Sinfin District Centre, Arleston Lane, Derby &Q, Osmaston Park Road, Derby	0.5	0.0	0.0	0.0	4.6 0.0	0.0	0.0	0.0	0.0
oulton Moor earby	0.0 11.4	0.0 10.6	0.0 17.0	0.0	0.0 31.0	0.0 7.5	0.0 9.6	0.0 4.8	0.0 4.2
erby Retail Park, Derby omebase, Kingsway, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ngsway Retail Park, Derby	0.0	0.0	0.0	0.0	0.0 5.1	0.0	0.0	0.0	0.0
iddeover smaston Park, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ther, Derby City ride Park, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
nfin nfin Shopping Centre, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yvern Retail Park, Derby yvern Way - Boots / Toys R Us, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ub Total (Derby)	12.6	10.6	17.0	0.0	40.8	7.5	9.6	4.8	4.2
utside Study Area - East Staffordshire Union Street - Former Comet, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
bion Gateway, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
nglesey Business Park, Burton Upon Trent BQ, Wellington Road, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
arton Fields, Lichfield Road, Burton-on-trent anston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
anston Square, Burton Upon Trent urton Place Shopping, Burton Upon Trent	1.5	0.0	0.0 10.3	0.0	0.0	0.0	0.0	0.0	0.0
urton Shopping Park, Burton Upon Trent urton Upon Trent	0.0 39.4	0.0 36.5	0.0 12.4	0.0 48.7	0.0 27.2	0.0 39.2	0.0 73.7	0.0 41.9	0.0
rkley Garden Centre, Burton-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
entrum East Retail Park, Burton Upon Trent oppers Square Shopping Centre, Burton Upon Trent	2.8	0.0	5.4	0.0	8.1	3.4	0.0	0.0	6.8
FS, Tamworth Road, Burton-on-Trent ton Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ominglow chfield Street - Blockbuster , Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ddleway Retail & Leisure Park, Burton Upon Trent ther, East Staffordshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
rewfix, Beeches Park, Eastern Avenue, Burton-on-Trent Peters Retail Park, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
sco, St Peters Bridge, Burton-on-Trent	0.6 0.2	0.0	0.0	0.0	0.0	0.0	2.3 0.0	0.0	0.0
ne Octagon Shopping Centre, Burton Upon Trent Itoxiter	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
fellington Road Retail Park, Burton Upon Trent fellington Road, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
fickes, Wellington Road, Burton Upon Trent ub Total (East Staffordshire)	0.0 44.5	0.0 36.5	0.0 28.0	0.0 48.7	0.0 35.2	0.0 45.3	0.0 76.0	0.0 41.9	0.0 11.
utside Study Area - Leicester									
cicester ub Total (Leicester)	0.6	0.0	0.0	0.0	0.0	3.1 3.1	0.0 0.0	0.0	2.8 2.8
utside Study Area - Lichfield	0.0	0.0	0.0	0.0	0.0	5.2	0.0	0.0	
chfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ugeley henstone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ub Total (Lichfield)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Autside Study Area - North West Leicestershire .W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sastle Donington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ropston Drive, Coalville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
easham	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
lorris Hil Ither, North West Leicestershire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
launton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zouch unnyside Garden Centre, Leicester Road, Ibstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
he Belvoir Shopping Centre, Coalville he Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
hibwick Retail Park, Coalville ub Total (North West Leicestershire)	0.0 0.3	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0
utside Study Area - Nottingham							-		
ottingham	0.5	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ub Total (Nottingham)	0.5	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
utside Study Area - Other Iper	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
st Midlands Designer Outlet, Mansfield Road, South Normanton Itbrook Shopping Park, Nottingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
her, East Midlands her, East of England	0.5	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0
ther, Last or England ther, North East ther, North West	0.0	0.0	0.0 0.0 1.3	0.0	0.0	0.0	0.0	0.0	0.0
ther, South East and London	0.2	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
ther, South West ther, West Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ther, Yorkshire and Humber anters at Tamworth, Woodlands Farm, Trinity Road, Freasley	0.9	0.0	0.0	3.0 0.0	0.0	0.0	2.3 0.0	0.0	0.0
Helier, Jersey Yevale Garden Centre, Ashby Road, Stapleton, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ib Total (Other)	2.3	0.0	2.6	3.0	4.2	0.0	2.3	0.0	4.2
utside Study Area - South Derbyshire Iton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
her, South Derbyshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
varkestone Nursery, Lowes Lane, Derby ub Total (South Derbyshire)	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0
utside Study Area - Tamworth									
amworth nkerside Shopping Centre, Tamworth	0.7	0.0	0.0	0.0	0.0	8.4	0.0	0.0	0.0
netura Retail Park, Tamworth ub Total (Tamworth)	1.4	0.0	0.0	0.0	0.0	3.1 11.5	0.0	0.0	9.4
•	***	5.0	J.U	3.0	5.0	A4:3	J.0	5.0	9.4
utside Study Area - Walsall Idisall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ub Total (Walsali)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pther broad	0.2	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0
ub Total (Other)	0.2	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0
OTAL (OUTSIDE STUDY AREA)	64.9	50.7	49.5	54.4	80.2	71.4	92.4	46.7	34.
OTAL (OUTSIDE STODT AKEA)									

TABLE 12: SHOPPING EXPENDITURE RETENTION (E	TOTAL	ZONE A	ZONE B	ZONE C	ZONE D	ZONE E	ZONE F	ZONE G	ZONE H
DESTINATION	BOOKS, CDS, ETC. (£m)	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.	BOOKS, CDS, ETC.
	(£III)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
WITHIN STUDY AREA Zone A - SOUTH DERBYSHIRE									
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garden King Garden Market, Park Road, Swadlincote Newhall Local Centre	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0
Zone B - SOUTH DERBYSHIRE									
Castle Gresley Church Gresley Local Centre	0.0 0.1	0.0	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0
Morrisons, Coppice Side, Swadlincote Sainsbury's, Civic Way, Swadlincote	0.2 0.3	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Swadlincote The Pipeworks, Swadlincote	2.9 0.0	1.1 0.0	0.9	0.2	0.0	0.5	0.1	0.2	0.0
Sub Total (Zone B)	3.6	1.2	1.1	0.3	0.0	0.5	0.2	0.2	0.0
Zone C - SOUTH DERBYSHIRE Masseys, Swadlincote Road, Woodville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodville Local Centre Sub Total (Zone C)	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0
Zone D - SOUTH DERBYSHIRE									
Bluebell Arboretum and Nursery, Annwell Lane, Smisby Bretby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Findern Melbourne	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0
Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent Willington	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone E - SOUTH DERBYSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote Linton	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Overseal Roliston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone E)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone F - EAST STAFFORDSHIRE Stapenhill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winshill Sub Total (Zone F)	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE									
Blackfordby Moira	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone G)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone H - NORTH WEST LEICESTERSHIRE Ashby-de-la-Zouch	2.5	0.0	0.0	0.2	0.6	0.0	0.0	0.3	1.4
Nottingham Road Retail Park, Ashby-de-la-zouch Tesco, Resolution Road, Ashby-de-la-Zouch	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.1	0.0
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch Sub Total (Zone H)	0.1 0.0 2.6	0.0	0.0	0.0 0.3	0.0 0.6	0.0 0.0	0.0	0.1 0.0 0.3	0.0 0.0 1.4
Sub Total (Zone H) TOTAL (WITHIN STUDY AREA)	6.3	1.2	1.1	0.6	0.6	0.5	0.0	0.6	1.4
TOTAL (WITHIN STUDY AREA) TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	3.6	1.2	1.1		0.6	0.5	0.2	0.6	0.0
OTAL (HTHIN SOOTH PERBISHIRE DISTRICT)	3.0	1.2	1.1	0.3	0.0	0.5	U.2	U.3	0.0
OUTSIDE STUDY AREA									
Outside Study Area - Birmingham									
Birmingham Sub Total (Birmingham)	0.2	0.0	0.0	0.0 0.0	0.0	0.1 0.1	0.1 0.1	0.0 0.0	0.0
Outside Study Area - Blaby									
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Sub Total (Blaby)	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0
Outside Study Area - Charnwood									
B&Q, Jubilee Drive, Belton Road, Loughborough Loughborough	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Charnwood Sub Total (Charnwood)	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0
Outside Study Area - Derby							***		
Allenton Allestree	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alvaston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ascot Drive, Derby Asda, Sinfin District Centre, Arleston Lane, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Osmaston Park Road, Derby Boulton Moor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby Derby Retail Park, Derby	2.1 0.0	0.2	0.4	0.0	1.0 0.0	0.1 0.0	0.3	0.1	0.1
Homebase, Kingsway, Derby Kingsway Retail Park, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mickleover Osmaston Park, Derby	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other, Derby City Pride Park, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sinfin Sinfin Shopping Centre, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyvern Retail Park, Derby Wyvern Way - Boots / Toys R Us, Derby	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Derby)	2.5	0.2	0.4	0.0	1.3	0.1	0.3	0.1	0.1
Outside Study Area - East Staffordshire 2 Union Street - Former Comet, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Albion Gateway, Burton Upon Trent Anglesey Business Park, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Angiesey Business Park, Burton Upon Trent B&Q, Wellington Road, Burton Upon Trent Barton Fields, Lichfield Road, Burton-on-trent	0.0 0.0 0.0	0.0	0.0					0.0 0.0 0.0	
Branston	0.0			0.0	0.0	0.0 0.0	0.0	0.0 0.0 0.0	0.0
Branston Square, Burton Upon Trent Burton Place Shopping, Burton Upon Trent Burton Shopping Bark Burton Upon Trent		0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0
Burton Shopping Park, Burton Upon Trent Burton Upon Trent	0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0
Postdon Conden Control St.	0.0 0.2 0.0 6.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.2 0.0 0.3	0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Byrkley Garden Centre, Burton-on-trent Centrum East Retail Park, Burton Upon Trent	0.0 0.2 0.0 6.0 0.0	0.0 0.0 0.0 0.0 0.9 0.0	0.0 0.0 0.0 0.2 0.0 0.3 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.6 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.7 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent	0.0 0.2 0.0 6.0 0.0 0.0 0.6	0.0 0.0 0.0 0.0 0.0 0.9 0.0 0.0 0.0	0.0 0.0 0.0 0.2 0.0 0.3 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.6 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.7 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow	0.0 0.2 0.0 6.0 0.0 0.0 0.6 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.2 0.2 0.0 0.3 0.0 0.0 0.1 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.6 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.8 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.7 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Hominglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.2 0.3 0.0 0.0 0.1 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.6 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.8 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.7 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horningiow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.9 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.2 0.0 0.3 0.0 0.0 0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.7 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Ofter, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-Upon Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Ultoxiter Wellington Road Retail Park, Burton Upon Trent Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.6 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Refige, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.6 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.2 0.0 0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road, Burton Upon Trent Wellington Road, Burton Upon Trent Wellington Road, Burton Upon Trent Wellington Road, Burton Upon Trent	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road, Burton Upon Trent Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire)	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwftx, Beeches Park, Eastern Avenue, Burton-on-Trent Screwftx, Beeches Park, Eastern Avenue, Burton-on-Trent Tesco, St Peters Bridge, Burton-Upon Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Ulttoxiter Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire) Outside Study Area - Leicester Leicester Sub Total (Leicester)	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St. Peters Retail Park, Burton Upon Trent Tesco, St. Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire) Outside Study Area - Lichfield Lichfield Uchfield	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wellington Road, Burton Upon Trent Sub Total (Leicester) Outside Study Area - Leicester Leicester Sub Total (Leicester) Outside Study Area - Lichfield Lichfield Lichfield Rugeley Shenstone	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Ofter, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Wicksey, Wellington Road, Burton Upon Trent Wildlington Road, Burton Upon Trent Wicksey, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire) Outside Study Area - Leicester Leicester Sub Total (Leicester) Outside Study Area - Lichfield Lichfield Rugeley Shenstone Sub Total (Lichfield)	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent Tesco, St Peters Bridge, Burton-Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire) Outside Study Area - Leicester Leicester Sub Total (Leicester) Outside Study Area - Lichfield Lichfield Rugeley Shenstone Sub Total (Lichfield) Outside Study Area - North West Leicestershire Au W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire) Outside Study Area - Leicester Leicester Sub Total (Leicester) Outside Study Area - Lichfield Lichfield Rugeley Shenstone Sub Total (Lichfield) Outside Study Area - North West Leicestershire A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington Coalville	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire) Outside Study Area - Leicester Leicester Sub Total (Leicester) Outside Study Area - Lichfield Lichfield Rugeley Shenstone Sub Total (Lichfield) Outside Study Area - North West Leicestershire A,W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington Coalville Cropston Drive, Coalville Ibstock	0.0 0.2 0.0 6.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
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Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire) Outside Study Area - Leicester Leicester Sub Total (Leicester) Outside Study Area - Lichfield Lichfield Rugeley Shenstone Sub Total (Lichfield) Outside Study Area - North West Leicestershire AW Beesley & Son, Heather Lane Nursenes, Heather Lane, Coalville Castle Donington Coalville Cropston Drive, Coalville Ibstock Measham Norris Hil Other, North West Leicesterrie Skauton Harold Mursenies & Garden Centre , Melbourne Road, Ashby-de-la-zoo.	0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Becches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wellington Road, Burton Upon Trent Wellington Road, Burton Upon Trent Sub Total (Leicester) Outside Study Area - Leicester Leicester Sub Total (Leicester) Outside Study Area - Lichfield Lichfield Lichfield Outside Study Area - North West Leicestershire A. W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington Coalville Distock Weasham Norris HI Other, North West Leicester p, Melbourne Road, Ashby-de-la-zo. Sunnyside Garden Centre, Leicester P, Melbourne Road, Ashby-de-la-zo. Sunnyside Garden Centre, Leicester Re Belvei Phopping Centre, Coalville	0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
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Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent Streets Retail Rutesure Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire) Outside Study Area - Leicester Leicester Sub Total (Leicester) Outside Study Area - Lichfield Lichfield Rugeley Shenstone Sub Total (Lichfield) Outside Study Area - North West Leicestershire A.W Bessley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington Coalville Orpston Drive, Coalville Distock Measham Norris Hil Other, North West Leicestershire Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbou	0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire) Outside Study Area - Leicester Leicester Sub Total (Leicester) Outside Study Area - Lichfield Lichfield Rugeley Shenstone Sub Total (Lichfield) Outside Study Area - North West Leicestershire A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Doninghon Coalville Cropston Drive, Coalville Ibstock Measham Norris Hil Other, North West Leicestershire Sunnyalide Garden Centre, Leicester Road, Ibstock The Edevior Shopping Centre, Coalville Sub Total (North West Leicestershire) Outside Study Area - North Wester, Alberter, Melbourne Road, Ashby-de-la-zo. Sunnyalide Garden Centre, Leicester Road, Ibstock The Edevior Shopping Centre, Coalville Whittinkik Retail Park, Coalville Whittinkik Retail Park, Coalville Sub Total (North West Leicestershire) Outside Study Area - Nottingham Nottingham Sub Total (Nottingham)	0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent Streets Retail Rutesure Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire) Outside Study Area - Leicester Leicester Sub Total (Leicester) Outside Study Area - Lichfield Lichfield Rugeley Shenstone Sub Total (Lichfield) Outside Study Area - North West Leicestershire A.W Bessley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington Coalville Orpston Drive, Coalville Distock Measham Norris Hil Other, North West Leicestershire Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot Staunton Harold Nurseries & Garden Centre , Melbou	0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0

TABLE 12: SHOPPING EXPENDITURE RETENTION (BOOKS, CDS, DVDS, ETC.) (2015)

BOKK, CDS, ETC BOKK, CDS, ETC GEN CEN										
Company Comp		TOTAL	ZONE A	ZONE B	ZONE C	ZONE D	ZONE E	ZONE F	ZONE G	ZONE H
Other, East Midlands										
Other, North East										
Other, North East Other, North East And London Other East Market Market Other East Market Market Other East Market Market Other East Market Market Other East Market Market Other East Market Market Other East Market Market Other East Market Market Other East Market Market Other East Market Market Ot										
Other, North West Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, Mest Mildends Other, West Mildend										
Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East and London Other, South East East East East East East East East										
Other, Swets Mildands O.0. 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0										
Other, Versk Midlands O.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0										
Other, Yorkshire and Humber Planters at Tamborth, Woodlands Farm, Trinity Road, Freasley D.O. 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0										
Planters at Tarnworth, Woodlands Farm, Trinity Road, Freasley 0.0										
St Helier, Jersey	Other, Yorkshire and Humber					0.0			0.0	0.0
Wyevele Garden Centre, Ashty Road, Stapleton, Leicester 0.0	Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley									
Sub Total (Other) 0.4 0.0 0.1 0.0 0.1 0.0 0.1 Outside Study Area - South Derbyshire 0.0										
Outside Study Area - South Derbyshire 0.0	Wyevale Garden Centre, Ashby Road, Stapleton, Leicester									
Hilton Local Centre	Sub Total (Other)	0.4	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1
Hilton Local Centre										
Other, South Derbyshire Other, South Derbyshire Other, South Derbyshire Other, South Derbyshire Other, South Derbyshire Other, South Derbyshire Other, South Derbyshire Other, South Derbyshire Other, South Derbyshire Other, South Derbyshire Other, South Derbyshire Other, South Derbyshire Other Other, South Derbyshire Other	Outside Study Area - South Derbyshire									
Swarkestone Nursery, Lowes Lane, Derby 0.0	Hilton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (South Derbyshire) 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	Other, South Derbyshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Tanworth 0.2 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0	Swarkestone Nursery, Lowes Lane, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	Sub Total (South Derbyshire)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0										
Ankerside Shopping Centre, Tamworth 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	Outside Study Area - Tamworth									
Ventura Retail Park, Tamworth 0.3 0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.2	Tamworth	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sub Total (Tamworth) 0.4 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.2 Outside Study Area - Walsall 0.0	Ankerside Shopping Centre, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Waisall Outsid	Ventura Retail Park, Tamworth	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Walsall 0.0	Sub Total (Tamworth)	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Walsall 0.0										
Sub Total (Walsall) 0.0	Outside Study Area - Walsall									
Other Other	Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	Sub Total (Walsall)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.										
Sub Total (Other) 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	Other									
TOTAL (OUTSIDE STUDY AREA) 10.7 1.2 1.1 0.7 2.5 1.3 2.6 0.5 0.7										
	Sub Total (Other)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL 17.0 2.4 2.3 1.3 3.1 1.8 2.9 1.1 2.1	TOTAL (OUTSIDE STUDY AREA)	10.7	1.2	1.1	0.7	2.5	1.3	2.6	0.5	0.7
TOTAL 17.0 2.4 2.3 1.3 3.1 1.8 2.9 1.1 2.1	TOTAL	17.0	2.4	2.2	1.2	2.1	1.0	2.0	1.1	2.1
	TOTAL	17.0	2.4	2.3	1.3	3.1	1.8	2.9	1.1	2.1

Notes:

a. Wards as set out in Table 1

b. Population figures taken from Experian G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2030 to cover future plan period b. Market shares derived directly from Swadlincote Household Survey (July 2015) taken from Q26 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

ESTINATION VITHIN STUDY AREA	TOTAL HOUSEHOLD (%)	ZONE A HOUSEHOLD (%)	ZONE B HOUSEHOLD (%)	ZONE C HOUSEHOLD (%)	ZONE 4 HOUSEHOLD (%)	ZONE 5 HOUSEHOLD (%)	ZONE 6 HOUSEHOLD (%)	ZONE 7 HOUSEHOLD (%)	ZONE 8 HOUSEHO (%)			
one A - SOUTH DERBYSHIRE looming Marvels Garden Centre, Meadow Lane, Newhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
arden King Garden Market, Park Road, Swadlincote ewhall Local Centre tanton Nurseries, Woodland Road, Burton-on-trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
ub Total (Zone A) one B - SOUTH DERBYSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
astle Gresley hurch Gresley Local Centre	0.0 0.0 2.5	0.0	0.0 0.0 0.7	0.0 0.0 0.0	0.0 0.0 2.7	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0			
orrisons, Coppice Side, Swadlincote ainsbury's, Civic Way, Swadlincote wadlincote	1.9 19.1	13.0 3.3 28.3	2.4 33.1	2.1	0.0 5.8	0.0 35.6	4.8 5.6	0.0 0.0 8.1	0.0 6.6			
he Pipeworks, Swadlincote ub Total (Zone B)	3.6 27.0	3.4 48.0	9.0 45.1	1.9 33.4	5.4 14.0	4.8 40.4	0.0 10.4	1.1 9.2	1.7 8.3			
one C - SOUTH DERBYSHIRE lasseys, Swadlincote Road, Woodville foodville Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
ub Total (Zone C)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
one D - SOUTH DERBYSHIRE luebell Arboretum and Nursery, Annwell Lane, Smisby retby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
ndern elbourne lanters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
rillington Iyevale At Findern Garden Centre, Burton Road, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
ub Total (Zone D) one E - SOUTH DERBYSHIRE												
hapmans Nurseries, The Nurseries, Burton Road, Swadlincote nton etherseal	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
verseal oliston ub Total (Zone E)	0.0	0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0			
one F - EAST STAFFORDSHIRE	0.0	0.0		0.0			0.0	0.0	0.0			
tapenhill finshill ub Total (Zone F)	0.0 0.0 0.0	0.0 0.0 0.0	one G - NORTH WEST LEICESTERSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ackfordby oira ub Total (Zone G)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0									
one H - NORTH WEST LEICESTERSHIRE												
shby-de-la-Zouch ottingham Road Retail Park, Ashby-de-la-zouch esco, Resolution Road, Ashby-de-la-Zouch	11.4 0.0 1.3	3.5 0.0 1.9	4.7 0.0 0.0	9.5 0.0 0.0	5.5 0.0 5.7	4.8 0.0 0.0	0.0 0.0 0.0	15.5 0.0 4.6	50.8 0.0 0.0			
rickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch ub Total (Zone H)	0.0	0.0 5.4	0.0	0.0 9.5	0.0	0.0 4.8	0.0	0.0 20.0	0.0 50.8			
UB TOTAL (STUDY AREA)	39.7	53.4	49.9	42.8	25.2	45.2	10.4	29.3	59.1			
OTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	27.0	48.0	45.1	33.4	14.0	40.4	10.4	9.2	8.3			
UTSIDE STUDY AREA												
utside Study Area - Birmingham irningham ub Total (Birmingham)	1.4 1.4	0.0	4.7 4.7	0.0	0.0	3.5 3.5	0.0	0.9	1.3 1.3			
outside Study Area - Blaby osse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
isse Park Shopping Centre, Posse Park Avenue, Leicester ub Total (Blaby)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
utside Study Area - Charnwood &O, Jubilee Drive, Belton Road, Loughborough oughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
bigniorogii her, Chariwood ub Total (Chariwood)	0.0 0.2	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 1.6			
utside Study Area - Derby llenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
llestree Ivaston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
scot Drive, Derby sda, Sinfin District Centre, Arleston Lane, Derby 8Q, Osmaston Park Road, Derby	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.5 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
oulton Moor erby	0.0 3.9	0.0 1.8	0.0 1.5	0.0 1.7	0.0 17.2	0.0 1.4	0.0 2.0	0.0 6.3	0.0 3.7			
erby Retail Park, Derby omebase, Kingsway, Derby ingsway Retail Park, Derby	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 3.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
ickleover smaston Park, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
ther, Derby City ride Park, Derby Infin	0.0 0.0 0.4	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 4.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
infin Shopping Centre, Derby Iyvern Retail Park, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
/yvern Way - Boots / Toys R Us, Derby ub Total (Derby)	4.8	1.8	1.5	1.7	26.3	1.4	2.0	6.3	3.7			
utside Study Area - East Staffordshire Union Street - Former Comet, Burton Upon Trent Ibion Gateway, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
nglesey Business Park, Burton Upon Trent &Q, Wellington Road, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0 2.4	0.0	0.0	0.0			
arton Fields, Lichfield Road, Burton-on-trent ranston ranston Square, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
urton Place Shopping, Burton Upon Trent urton Shopping Park, Burton Upon Trent	0.0 0.0 28.8	0.0	0.0 0.0 19.7	0.0 0.0 39.0	0.0 0.0 25.4	0.0 0.0 25.3	0.0	0.0 0.0 19.0	0.0			
urton Upon Trent yrkley Garden Centre, Burton-on-trent entrum East Retail Park, Burton Upon Trent	28.8 0.0 0.6	33.0 0.0 0.0	19.7 0.0 0.0	0.0 0.0	25.4 0.0 0.0	25.3 0.0 0.0	56.7 0.0 3.7	0.0 0.0	5.5 0.0 0.0			
popers Square Shopping Centre, Burton Upon Trent FS, Tamworth Road, Burton-on-Trent ton Park	1.1 0.0 0.0	1.8 0.0 0.0	1.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	2.5 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	2.6 0.0 0.0			
orninglow chfield Street - Blockbuster , Burton Upon Trent	0.0 0.6	0.0	0.0	0.0	0.0	0.0	0.0 3.7	0.0	0.0			
iddleway Retail & Leisure Park, Burton Upon Trent ther, East Staffordshire crewfix, Beeches Park, Eastern Avenue, Burton-on-Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0			
t Peters Retail Park, Burton Upon Trent esco, St Peters Bridge, Burton-on-Trent	1.1 0.2	0.0	0.0	0.0	0.0	0.0 0.0	5.9 1.3	1.2 0.0	0.0			
he Octagon Shopping Centre, Burton Upon Trent ttoxiter (ellington Road Retail Park, Burton Upon Trent	0.8 0.0 2.3	2.1 0.0 0.0	0.0 0.0 13.8	1.9 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.7 0.0 0.0	0.0 0.0 0.0	0.0 0.0			
fellington Road, Burton Upon Trent lickes, Wellington Road, Burton Upon Trent	0.2 0.0	0.0	1.2 0.0	0.0	0.0	0.0	0.0	0.0	0.0			
ub Total (East Staffordshire) rutside Study Area - Leicester	36.1	36.9	35.9	41.0	25.4	30.2	72.9	20.3	8.1			
eicester ub Total (Leicester)	2.8 2.8	0.0	0.0	4.1 4.1	3.0 3.0	1.4 1.4	0.0	3.8 3.8	12.9 12.9			
utside Study Area - Lichfield chfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
ugeley nenstone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
ub Total (Lichfield) utside Study Area - North West Leicestershire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville astle Donington	0.0 0.0 0.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 3.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 1.2			
ropston Drive, Coalville istock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
easham orris Hil ther, North West Leicestershire	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
taunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zou unnyside Garden Centre, Leicester Road, Ibstock	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0			
he Belvoir Shopping Centre, Coalville he Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote rhitwick Retail Park, Coalville	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0			
ub Total (North West Leicestershire) utside Study Area - Nottingham	0.5	0.0	0.0	0.0	3.1	0.0	0.0	0.0	1.2			
utside Study Area - Nottingham ottingham ub Total (Nottingham)	4.5 4.5	5.9 5.9	5.3 5.3	4.7 4.7	2.7 2.7	0.0	11.6 11.6	0.0	0.0			
utside Study Area - Other elper	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
ast Midlands Designer Outlet, Mansfield Road, South Normanton iltbrook Shopping Park, Nottingham ther, East Midlands	0.7 2.0 0.2	0.0 0.0 0.0	0.0 2.7 0.0	0.0 1.9 0.0	0.0 8.6 0.0	0.0 1.7 1.6	0.0 1.3 0.0	7.8 0.0 0.0	0.0 1.4 0.0			
ther, East of England ther, North East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
ther, North West ther, South East and London ther. South West	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.2 0.0	0.0 0.0 0.0			
ther, West Midlands ther, Yorkshire and Humber	0.1 0.0	0.0	0.0	0.0	0.0	1.4 0.0	0.0	0.0	0.0			
ianters at Tamworth, Woodlands Farm, Trinity Road, Freasley t Helier, Jersey Yevale Garden Centre, Ashby Road, Stapleton, Leicester	0.0 0.1 0.0	0.0 0.0 0.0	0.0 1.0 0.0									
ub Total (Other)	3.3	0.0	2.7	1.9	8.6	4.7	1.3	9.0	2.4			
utside Study Area - South Derbyshire Ilton Local Centre ther, South Derbyshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
mer; South Derbyshire warkestone Nursery, Lowes Lane, Derby ub Total (South Derbyshire)	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0			
outside Study Area - Tamworth amworth	1.1	0.0	0.0	0.0	0.0	6.8	0.0	1.9	1.6			
nkerside Shopping Centre, Tamworth entura Retail Park, Tamworth	0.0 4.9	0.0 2.1	0.0	0.0 1.7	0.0 2.7	0.0 6.8	0.0	0.0 28.6	0.0 7.0			
ub Total (Tamworth) rutside Study Area - Walsall	5.9	2.1	0.0	1.7	2.7	13.6	0.0	30.5	8.5			
	0.2	0.0	0.0	2.1 2.1	0.0	0.0	0.0	0.0	0.0			
ralsall ub Total (Walsall)	0.2				•••							
	0.8 0.8	0.0	0.0	0.0	3.0	0.0	1.8	0.0	1.2			

WYG PLANNING & ENVIRONNENT
APPENDIX 5 - SWADLINCOTE RETAIL & LEISURE STUDY

TABLE 14: SHOPPING EXPENDITURE RETENTION (SMALL HOUSEHOLD GOODS) (2013)

DESTINATION	HOUSEHOLD (£m)	HOUSEHOLD (£m)	(£m)	ZONE C HOUSEHOLD (£m)	ZONE D HOUSEHOLD (£m)	ZONE E HOUSEHOLD (£m)	HOUSEHOLD (£m)	ZONE G HOUSEHOLD (£m)	HOUSEHO (£m)
WITHIN STUDY AREA Zone A - SOUTH DERBYSHIRE									
Blooming Marvels Garden Centre, Meadow Lane, Newhall Sarden King Garden Market, Park Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0
Newhall Local Centre Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Zone B - SOUTH DERBYSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Gresley Church Gresley Local Centre Horrisons, Coppice Side, Swadlincote	0.0 1.6	0.0 1.2	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Civic Way, Swadlincote Swadlincote The Pipeworks, Swadlincote	1.1 11.8 2.4	0.3 2.6 0.3	0.2 2.8 0.8	0.1 1.5 0.1	0.0 0.7 0.7	0.0 2.5 0.3	0.5 0.6 0.0	0.0 0.4 0.1	0.0 0.6 0.2
Sub Total (Zone B) Zone C - SOUTH DERBYSHIRE	16.9	4.4	3.9	1.8	1.8	2.8	1.1	0.4	0.8
Masseys, Swadlincote Road, Woodville Woodville Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone C) Zone D - SOUTH DERBYSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluebell Arboretum and Nursery, Annwell Lane, Smisby Bretby Findern	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Melbourne Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Willington Nyevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Zone E - SOUTH DERBYSHIRE Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
linton Vetherseal	0.0	0.0	0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0	0.0	0.0
Overseal Roliston Sub Total (Zone E)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Zone F - EAST STAFFORDSHIRE Stapenhill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winshill Sub Total (Zone F)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone G - NORTH WEST LEICESTERSHIRE Blackfordby	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0 0.0	0.0	0.0
4oira Sub Total (Zone G)	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone H - NORTH WEST LEICESTERSHIRE Ashby-de-la-Zouch Mottlegham Road Roball Radio Arbby do la rough	7.6	0.3	0.4	0.5	0.7	0.3	0.0	0.7	4.6
Nottingham Road Retail Park, Ashby-de-la-zouch Fesco, Resolution Road, Ashby-de-la-Zouch Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zou	0.0 1.1 0.0	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.7 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.2 0.0	0.0 0.0 0.0
Sub Total (Zone H) FOTAL (WITHIN STUDY AREA)	8.7 25.7	0.5 4.9	0.4	0.5	3,2	0.3	0.0	0.9	4.6 5.4
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	16.9	4.4	3.9	1.8	1.8	2.8	1.1	0.4	0.8
DUTSIDE STUDY AREA									
Dutside Study Area - Birmingham Birmingham	0.8	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.1
Sub Total (Birmingham)	0.8	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.1
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Sub Total (Blaby)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dutside Study Area - Charnwood 3&Q, Jubilee Drive, Belton Road, Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
oughbrough Other, Charnwood Sub Total (Charnwood)	0.1 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.1 0.0 0.1
Dutside Study Area - Derby									
Nenton Nestree Nvaston	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Ascot Drive, Derby Asda, Sinfin District Centre, Arleston Lane, Derby Asda, Sinfin District Centre, Arleston Lane, Derby	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
3&Q, Osmaston Park Road, Derby Boulton Moor Derby	0.0 0.0 3.5	0.0 0.0 0.2	0.0 0.0 0.1	0.0 0.0 0.1	0.0 0.0 2.2	0.0 0.0 0.1	0.0 0.0 0.2	0.0 0.0 0.3	0.0
Derby Retail Park, Derby Somebase, Kingsway, Derby Clingsway, Betail Park, Derby	0.0 0.0 0.4	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0
Kingsway Retail Park, Derby Mickleover Osmaston Park, Derby	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.4 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, Derby City Pride Park, Derby Sinfin	0.0 0.0 0.6	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.6	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sinfin Shopping Centre, Derby Nyvern Retail Park, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Myvern Way - Boots / Toys R Us, Derby Sub Total (Derby)	0.0 4.7	0.0 0.2	0.0 0.1	0.0 0.1	0.0 3.4	0.0 0.1	0.0 0.2	0.0 0.3	0.0 0.3
Dutside Study Area - East Staffordshire 2 Union Street - Former Comet, Burton Upon Trent Nibion Gateway, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Inglesey Business Park, Burton Upon Trent 38:Q, Wellington Road, Burton Upon Trent	0.0 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Fields, Lichfield Road, Burton-on-trent Branston Branston Square, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Burton Place Shopping, Burton Upon Trent Burton Shopping Park, Burton Upon Trent	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton Upon Trent Byrkley Garden Centre, Burton-on-trent Centrum East Retail Park, Burton Upon Trent	19.1 0.0 0.4	3.0 0.0 0.0	1.7 0.0 0.0	2.1 0.0 0.0	3.2 0.0 0.0	1.8 0.0 0.0	5.9 0.0 0.4	0.9 0.0 0.0	0.5 0.0 0.0
Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park	0.7 0.0 0.0	0.2 0.0 0.0	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.2 0.0 0.0
forninglow Jichfield Street - Blockbuster , Burton Upon Trent	0.0 0.4	0.0	0.0	0.0	0.0	0.0	0.0 0.4	0.0	0.0
Aiddleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent	0.7 0.1	0.0	0.0	0.0	0.0	0.0	0.6 0.1	0.1 0.0	0.0
The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent	0.5 0.0 1.2	0.2 0.0 0.0	0.0 0.0 1.2	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire)	0.1 0.0 23.3	0.0 0.0 3.4	0.1 0.0 3.1	0.0 0.0 2.2	0.0 0.0 3.2	0.0 0.0 2.1	0.0 0.0 7.6	0.0 0.0 0.9	0.0 0.0 0.7
Dutside Study Area - Leicester									
eicester Sub Total (Leicester)	2.0	0.0	0.0	0.2	0.4	0.1 0.1	0.0	0.2 0.2	1.2
Dutside Study Area - Lichfield Lichfield Rugeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
kugeley Shenstone Sub Total (Lichfield)	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0
Outside Study Area - North West Leicestershire LW Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Donington Coalville Cropston Drive, Coalville	0.0 0.5 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.4	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.1 0.0
bstock Neasham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
lorris Hil Other, North West Leicestershire Itaunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
iunnyside Garden Centre, Leicester Road, Ibstock The Belvoir Shopping Centre, Coalville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
'he Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Vhitwick Retail Park, Coalville Sub Total (North West Leicestershire)	0.0 0.0 0.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.4	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1
Dutside Study Area - Nottingham lottingham	2.8	0.5	0.4	0.2	0.3	0.0	1.2	0.0	0.0
oub Total (Nottingham) Outside Study Area - Other	2.8	0.5	0.4	0.2	0.3	0.0	1.2	0.0	0.0
elper ast Midlands Designer Outlet, Mansfield Road, South Normanton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ilitbrook Shopping Park, Nottingham Other, East Midlands Other, East of England	1.8 0.1 0.0	0.0 0.0 0.0	0.2 0.0 0.0	0.1 0.0 0.0	1.1 0.0 0.0	0.1 0.1 0.0	0.1 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0
Ither, North East Ither, North West Ither, South East and London	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.0
Ither, South West Ither, West Midlands	0.0 0.1	0.0	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0
Other, Yorkshire and Humber Hanters at Tamworth, Woodlands Farm, Trinity Road, Freasley It Helier, Jersey	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1
Vyevale Garden Centre, Ashby Road, Stapleton, Leicester Sub Total (Other)	0.0	0.0 0.0	0.0	0.0 0.1	0.0 1.1	0.0	0.0 0.1	0.0	0.0
Outside Study Area - South Derbyshire filton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South Derbyshire Warkestone Nursery, Lowes Lane, Derby Sub Total (South Derbyshire)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Outside Study Area - Tamworth	0.7	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.1
nkerside Shopping Centre, Tamworth fentura Retail Park, Tamworth	0.0 3.1	0.0 0.2	0.0	0.0 0.1	0.0	0.0	0.0	0.0 1.3	0.0
Sub Total (Tamworth) Dutside Study Area - Walsall	3.8	0.2	0.0	0.1	0.3	1.0	0.0	1.4	0.8
Outside Study Area - Walsali Walsali	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total (Walsall)	0.1				0.0		0.0	0.0	
	0.7 0.7	0.0	0.0	0.0	0.4	0.0	0.2 0.2	0.0	0.1 0.1

WYG PLANNING & ENVIRONMENT APPENDIX S - SWADLINCOTE RETAIL & LEISURE STUDY TABLE 15: SHOPPING PATTERNS (TOYS, RECREATIONAL GOODS, ETC.)

Come A - SOUTH DEREYSHIRE Come A - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come B - SOUTH DEREYSHIRE Come C - SOUTH DEREYSHIRE Come C - SOUTH DEREYSHIRE Come C - SOUTH DEREYSHIRE Come C - SOUTH DEREYSHIRE Come C - SOUTH DEREYSHIRE Come C - SOUTH DEREYSHIRE Come D - SOUTH DEREYSHIRE COME D - SOUTH DEREYSHIRE COME D - SOUTH D - SOUTH D - SOUTH D - SOUTH D -	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.9 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	000 000 000 000 000 000 000 000 000 00
seehall LOGI Cerree Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne A) Jobb Total (Zenne B) Jobb Total (Jenne B) J	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00
sub Total (Zene A) 0.0 1.00 tone 1 - SOUTH DERBYSHIRE Solic Greely 0.0 derrorson, Copples Stell, Swedmotote anathory's Cher Way, Swedmotote 1.18 Swedmotor Seeley Louis Centre 0.0 1.18 Swedmotor Seeley Louis Centre 1.18 S	0.9 0.0 0.0 0.0 0.0 0.0 2.0 31.7 42.4 0.0 0.0 0.0 0.0 0.0 0.0 0.	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.9 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
auther Cerelary Conference Communication of the Com	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 1123 223 264 664 00 00 00 00 00 00 00 00 00 00 00 00 00	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Seminarion (Sport Williams) Seminarion (Spor	0.0 2.0 31.1 31.2 42.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00	00 00 00 00 00 00 00 00 00 00 00 00 00	42 00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00
18.8	31.7 31.7 32.4 32.4 32.4 32.4 32.6 32.6 32.6 32.6 32.6 32.6 32.6 32.6	273 66.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0	46.5 2.3 46.9 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	05	32.9 32.9 32.6 32.6 32.6 32.6 32.6 32.6 32.6 32.6	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	20.0 20.0 20.0 20.1 20.1 20.1 20.1 20.0 20.0	22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
sub-foot (Zone B) 30.5 Toron C - SOUTH DERBYSHIRE foreiers. South Florid Road, Woodwile 90.0 10.00 obtood (Cone C) 10.1 Toron D - SOUTH DERBYSHIRE 10.1 Toron D - SOUTH DERBYSHIRE 10.1 10.	\$\begin{array}{c} 42.4 \\ \text{0.0} & 0.0 \\	66.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	34.6 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	26.1 0.0 0.0 1.7 1.7 1.7 1.7 1.7 1	22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
designer, Several Food Road, Woodwille Out-Out-Out-Out-Out-Out-Out-Out-Out-Out-	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	1.7 1.7 1.7 1.7 1.7 1.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Sub- Total (Zene C) Come J - SOUTH DERBYSHIRE Come J - SOUTH WEST LEICESTERSHIRE COME J - SOUTH WEST LEICEST	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	1.7 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Buschel Afrontum and Nursery, Annwell Lane, Smisbly Outperform O	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00
Seriore A FOOTH WEST LELCESTERSHIRE Serior A FOOTH WEST LELCESTERSHIRE SERIOR A FOOTH WEST LELCESTER	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00
isantes AR Retuly, The Huseries, Seetaly Lane, Burton-on-breet 0.0 Wingloon 1.0 Trouble Care Court (Control Centre, Burton Road, Derby 1.0 Total (Care C) 1.0 Tota	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Viewpole AF Friedern Gereien Centre, Burton Road, Derby June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 1 - SOUTH DERBYSHIRE June 2 - SOUTH DERBYSHIRE June 1 - SOUTH DER	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Tone E - SOUTH DERBYSHIRE Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, The Nurseise, Burton Road, Swadincote 3.0 Dannars Nurseise, Burton Road, Burton Road, Road, Swadincote 3.0 Dannars Nurseise, Burton Road, Burton Road, Road, Swadincote 3.0 Dannars Nurseise, Burto	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	00 00 00 00 00 00 00 00 00 00 00 00 00
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seed Drive, Deriby des Synfin District Centre, Metation Lane, Derby do, Synfin District Centre, Metation Lane, Derby do, Synfin District Centre, Metation Lane, Derby do, Synfin District Centre, Metation Lane, Derby do, Synfin Derby derby Rand Park, Derby derby Rand Park, Derby do, Synfin Centre, Synfin Lipon Trent do, Synfin Centre, Synfin Lipon Trent do, Synfin Centre, Synfin Lipon Trent do, Synfin Centre, Derby do, Synfin Centre, Synfin Lipon Trent do, Synfin Centre, Synfin Lipon Trent do, Synfin Centre, Synfin Lipon Trent do, Synfin Centre, Derby do, Synfin Centre, Synfin Lipon Trent do	0.0 0.0 0.0 0.0 0.0 19.5 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 3.8 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 10.4 0.0 0.0 5.7 0.0	0.0 0.0 0.0 0.0 22.5 2.5 0.0 18.6	0.0 0.0 0.0 0.0 4.2 0.0 0.0	0.0 0.0 0.0 0.0 4.7 0.0 0.0 0.0	0.0 0.0 0.0 0.0 2.2 0.0 0.0	0.0 0.0 0.0 0.0 2.9 2.9 0.0
860, Cementon Park Road, Derby 0.0 0.0	0.0 19.5 0.0 0.0 0.0 0.0 0.0	0.0 3.8 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 10.4 0.0 0.0 5.7 0.0	0.0 22.5 2.5 0.0 18.6	0.0 4.2 0.0 0.0 0.0	0.0 0.0 4.7 0.0 0.0 0.0	0.0 2.2 0.0 0.0 0.0	0.0 0.0 2.9 2.9 0.0 0.0
very breat Park, Derby continue, Korgway, Derby continue, Karley, Derby continue, Karley, Derby continue, Karley, Derby 2.0 2.0 2.0 2.0 2.0 2.0 2.0 2.	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 5.7 0.0 0.0	2.5 0.0 18.6	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	2.9 0.0 0.0
Tongenery Bestal Park, Detry 2.3 Tongenery Bestal Park, Detry 2.4 Tongenery Bestal Park, Detry 2.5 Tongenery Bestal Park, Detry 2.6 Tongenery Bestal Park, Bestal Park, Bestal B	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	5.7 0.0 0.0	18.6	0.0	0.0	0.0	0.0
Delies Deliv City City City City City City City City	0.0	0.0 0.0 0.0 0.0		0.0				0.0
Sentence	0.0	0.0	0.0	0.0 0.0 3.8	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub-Total (Derby) 14.7	0.0	6.2	0.0	0.0	0.0	0.0	0.0	0.0
Josephia Study Area - East Staffordshire Union Street Framer Comet, Euron Upon Treet 0.0 Bloom Galesway, Burton Lipon Treet 0.0 Burton East, Limited Road, Burton-on-treet 0.0 Burton East, Limited Road, Burton-on-treet 0.0 Burton Stopping Park, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Park, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy, Burton Lipon Treet 0.0 Burton Stopping Rosethy Rosethy Lipon Treet 0.0 Burton Stopping Rosethy Rosethy Lipon Treet 0.0 Burton Stopping Rosethy Rosethy Lipon Treet 0.0 Burton Stopping Rosethy Rosethy Lipon Treet 0.0 Burton Stopping Rosethy Rosethy Lipon Treet 0.0 Burton Stopping Rosethy Rosethy Lipon Treet 0.0 Burton Stopping Rosethy Rosethy Lipon Treet 0.0 Burton Stopping Rosethy Rosethy Rosethy Lipon Treet 0.0 Burton Stopping Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy Rosethy	0.0 0.0 19.5	9.9	0.0 2.0 18.2	4.2 6.0 60.0	0.0 0.0 4.2	0.0 0.0 4.7	0.0 0.0 2.2	0.0 0.0 5.8
Mison Gateway, Burton Lipon Trent 0.0						0.0		
SQ, Wellnotten Road, Burton Libon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Internation Seaure, Burton Libor Treet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Surface Surf	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 2.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
According to the Control of the Co	0.0 24.5 0.0	0.0 17.1 0.0	0.0 13.7 0.0	0.0 17.9 0.0	0.0 37.9	0.0 87.1	0.0 25.3 0.0	0.0 15.1
25, Tarmorth Root, Button-on-Trent 0.0 10 to Tark 0.0 10 to	0.0 0.0 0.0	0.0	2.6 0.0	0.0 0.0 3.8	0.0 0.0 1.6	0.0 0.0 3.1	0.0	0.0
Circled Street - Bockbaster , Button Upon Treet 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parker P	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
The CUSDon's Shopping Leville, suiton Joon Trent 1.0. 20	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Park, Berton Upon Trent T	0.0 0.0 2.9	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	2.8 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
rickes, Verleinson Road, Butron Lipon Trext 0.0 10 broad (East Stringerhein) 38.0 10 broad (East Stringerhein) 38.0 10 broad (Lickester) 0.4 10 broad (Lickester) 0.4 10 broad (Lickester) 0.4 10 broad (Lickester) 0.4 10 broad (Lickester) 0.5 10	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 2.4	0.0	0.0
Justicis Stud Area - Leicester Gooders Sub Total (Leicester) Sub Total (Leicester) Sub Total (Leicester) Sub Total (Leicester) Sub Total (Leicester) Sub Total (Leicester) Sub Total (Leichfield) Sub Total (L	0.0 0.0 27.4	0.0 0.0 17.1	0.0 0.0 16.2	0.0 0.0 21.7	0.0 0.0 41.6	0.0 0.0 95.3	0.0 0.0 25.3	0.0 0.0 15.1
sub Total (Leicester) 0,4 voltale Study Area - Lichfield Critical								
circled 0.5 sub-form (Lichfield) 0.5 sub-form (Lichfield) 0.5 sub-form (Lichfield) 0.5 sub-form (Lichfield) 0.5 sub-field Study Area - North West Licicestershire sub-field Study Area - North West Licicest	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6 3.6
heretone 0.0 bot Total (Lotfrield) 0.5 bot Total (Lotfrield) 0.5 but died Study Area - North West Leicestershire 0.0 but died Study Area - North West Leicestershire 0.0 but Beesler 8.5 km, Heisher Lare Nurseries, Hesther Lare, Crosiville 0.0 but die 0.0 but	0.0	0.0	0.0	0.0	4.6 0.0	0.0	0.0	0.0
Dutside Study Area - North West Leicestershire W Beesley & Sch. Healther Lare Russeries, Healther Lane, Coalville O. 0. W Beesley & Sch. Healther Lane Russeries, Healther Lane, Coalville O. 0. Doublie Sch. German Sch. German Sch. German Sch. German Sch. German Sch. German Sch. German Sch. German Sch. German Ger	0.0 0.0	0.0	0.0	0.0 0.0	0.0 0.0 4.6	0.0 0.0	0.0	0.0
aside Donington 0.0 Joahille 0.4 roposton Dive, Cashirlie 0.0 stock 0.0 feesham 0.0 feesham 0.0 mest particular 0.0 feesham 0.0 <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Usblock leasham O.0. lorris Hil O.0. lorris Hil O.0. Raunton Harold Nuseries & Garden Centre , Melbourne Road, Ashby-de-la-zou umnyside Garden Centre (Data	0.0	0.0	0.0	0.0	0.0	0.0	0.0 2.0	0.0 2.3
Iorris Hil 0.0 thler, North West Leicestershire 0.0 taunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zot unnyside Garden Centre , Leicester Road, Ibstock 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
unnyside Garden Centre, Leicester Road, Ibstock 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
he Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote 0.0 Whitwick Retail Park, Coalville 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (North West Leicestershire) 0.4 Outside Study Area - Nottingham	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.3
Sub Total (Nottingham) 1.8 Sub Total (Nottingham) 1.8	5.5 5.5	2.3 2.3	0.0	4.3 4.3	0.0	0.0 0.0	0.0 0.0	0.0
Outside Study Area - Other eleper 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ast Midlands Designer Outlet, Mansfield Road, South Normanton 0.0 illtbrook Shopping Park, Nottingham 2.3		0.0	0.0	0.0 2.2	0.0	0.0	0.0 2.2	0.0 19.1
ther, East Midlands 0.2 Other, East of England 0.0 Wher, North East 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.9 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, North West 0.0 Other, South East and London 0.0	0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0
ther, South West 0.3 ther, West Midlands 0.0 ther, Yorkshire and Humber 0.2	0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 2.6	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	2.8 0.0 0.0
lanters at Tamworth, Woodlands Farm, Trinity Road, Freasley 0.0 R Helier, Jersey 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0		0.0 0.0	0.0	0.0	0.0	0.0	0.0
Nyevale Garden Centre, Ashby Road, Stapleton, Leicester 0.0 Sub Total (Other) 3.1	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0 2.2	0.0 1.9	0.0	0.0 2.2	0.0 22.0
Outside Study Area - South Derbyshire silton Local Centre 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	2.6		0.0	0.0	0.0	0.0
warkestone Nursery, Lowes Lane, Derby 0.0 sub Total (South Derbyshire) 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0
Outside Study Area - Tamworth	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0		0.0	
annworth 2.0 nekerside Shopping Centre, Tamworth 0.0 entura Retail Park, Tamworth 3.8	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0	7.6
Sub Total (Tamworth) 5.9	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0 29.0	0.0 9.1
Dutside Study Area - Walsall	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	7.0 0.0	0.0	0.0	0.0
Other	00 00 00 00 00 00 00 00 00 00 00 00 00	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 5.7 0.0	0.0 0.0 0.0 0.0 0.0 0.0	7.0 0.0 1.6	0.0 0.0 0.0	0.0 0.0 0.0 29.0	9.1
0.4 0.4 0.4 0.4 0.4 0.4 0.4 0.4 0.4 0.4 0.5	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 5.7 0.0 0.0 5.7	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	7.0 0.0 1.6 8.6	0.0 0.0 0.0 0.0	0.0 0.0 0.0 29.0 29.0	0.0 9.1 16.7

^{...} renow as set out in 1806 1
b. Population figures taken from Deposina G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2020 to cover influer plan period
b. Market harves drived directly from Swadlincote Household Survey (July 2015) taken from Q28 (weighted and filtered)
c. Excludes 'don't knowly varies/internet'.

WYG PLANNING & ENVIRONMENT APPENDIX 5 - SWADLINCOTE RETAIL & LEISURE STUDY TABLE 16: SHOPPING EXPENDITURE RETENTION (TOYS, RECREATIONAL GOODS, ETC.) (2013)

TABLE 16: SHOPPING EXPENDITURE RETENTION (TOYS, R		GOODS, ETC.)	(2013)						
DESTINATION	TOTAL TOYS (£m)	ZONE A TOYS (£m)	ZONE B TOYS (£m)	ZONE C TOYS (£m)	ZONE D TOYS (£m)	ZONE E TOYS (£m)	ZONE F TOYS (£m)	ZONE G TOYS (£m)	ZONE H TOYS (£m)
WITHIN STUDY AREA									
Zone A - SOUTH DERBYSHIRE Blooming Marvels Garden Centre, Meadow Lane, Newhall Garden King Garden Market, Park Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newhal Local Centre Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Zone B - SOUTH DERBYSHIRE Castle Gresley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Gresley Local Centre Morrisons, Coppice Side, Swadlincote Sainsbury's, Civic Way, Swadlincote	0.0 0.3 0.9	0.0 0.0 0.1	0.0 0.0 0.8	0.0 0.0 0.0	0.0 0.3 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Swadlincote The Pipeworks, Swadlincote Sub Total (Zone B)	7.2 3.1 11.5	2.0 0.5 2.7	1.4 2.0 4.1	1.7 0.1 1.8	0.0 0.3 0.6	1.4 0.1 1.5	0.0 0.0 0.0	0.6 0.2 0.7	0.1 0.0 0.1
Zone C - SOUTH DERBYSHIRE Masseys, Swadlincote Road, Woodville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodville Local Centre Sub Total (Zone C)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone D - SOUTH DERBYSHIRE Bluebell Arboretum and Nursery, Annwell Lane, Smisby Bretby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Findern Melbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent Willington Wyevale At Findern Garden Centre, Burton Road, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Zone D) Zone E - SOUTH DERBYSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote Linton Netherseal	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Overseal Roliston Sub Total (Zone E)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone F - EAST STAFFORDSHIRE Stapenhill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winshill Sub Total (Zone F)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE Blackfordby Moira	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone G)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone H - NORTH WEST LEICESTERSHIRE Ashby-de-la-Zouch Nottingham Road Retail Park, Ashby-de-la-zouch Taero, Depolition Road, Ashby-de-la-Zouch	2.4 0.0	0.1 0.0	0.1	0.2 0.0	0.0	0.0	0.0	0.3	1.7 0.0
Tesco, Resolution Road, Ashby-de-la-Zouch Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch Sub Total (Zone 8)	0.1 0.0 2.5	0.0 0.0 0.1	0.0 0.0 0.1	0.1 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.3	0.0 0.0 1.7
SUB TOTAL (STUDY AREA)	14.0	2.8	4.2	2.1	0.6	1.5	0.0	1.1	
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	11.6	2.7	4.1	1.8	0.6	1.5	0.0	0.8	0.1
OUTSIDE STUDY AREA Outside Study Area - Birmingham									
Birmingham Sub Total (Birmingham)	0.2 0.2	0.0	0.0	0.0	0.0	0.2 0.2	0.0	0.0	0.0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Sub Total (Blaby)	0.1 0.1	0.0	0.1 0.1	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Charnwood 88Q, Jubilee Drive, Belton Road, Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Other, Charnwood Sub Total (Charnwood)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - Derby Allenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alkestree Alvaston Ascot Drive, Derby	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
BAGB, Sinfin District Centre, Arleston Lane, Derby BAQ, Osmaston Park Road, Derby Boulton Moor	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Derby Derby Retail Park, Derby	4.2 0.3	1.2 0.0	0.2 0.0	0.4	1.6 0.2	0.2 0.0	0.4	0.1 0.0	0.2 0.2
Homebase, Kingsway, Derby Kingsway Retail Park, Derby Mickleover	0.0 1.5 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.2 0.0	0.0 1.3 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Osmaston Park, Derby Other, Derby City Pride Park, Derby	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sinfin Sinfin Shopping Centre, Derby Wyvern Retail Park, Derby	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wyvern Way - Boots / Toys R Us, Derby Sub Total (Derby)	0.9 7.7	0.0 1.2	0.4	0.1 0.7	0.4 4.2	0.0	0.0	0.0 0.1	0.0
Outside Study Area - East Staffordshire 2 Union Street - Former Comet, Burton Upon Trent Albion Gateway, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Anglesey Business Park, Burton Upon Trent B&Q, Wellington Road, Burton Upon Trent Barton Fields, Lichfield Road, Burton-on-trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Branston Branston Square, Burton Upon Trent Burton Place Shopping, Burton Upon Trent	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Burton Shopping Park, Burton Upon Trent Burton Upon Trent Burton Upon Trent Byrkley Garden Centre, Burton-on-trent	0.0 14.5 0.0	0.0 1.5 0.0	0.0 1.1 0.0	0.0 0.5 0.0	0.0 1.3 0.0	0.0 1.7 0.0	0.0 7.0 0.0	0.0 0.7 0.0	0.0 0.8 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent	0.1 0.6 0.0	0.0 0.0 0.0	0.0	0.1 0.0 0.0	0.0 0.3 0.0	0.0 0.1 0.0	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0
DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0
Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire	0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0	0.0	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0
Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0
The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent	0.2 0.0 0.2	0.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0
Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire)	0.0 0.0 15.9	0.0 0.0 1.7	0.0 0.0 1.1	0.0 0.0 0.6	0.0 0.0 1.5	0.0 0.0 1.8	0.0 0.0 7.7	0.0 0.0 0.7	0.0 0.0 0.8
Outside Study Area - Leicester Leicester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub Total (Leicester) Outside Study Area - Lichfield	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Lichfield Rugeley Shenstone	0.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Lichfield) Outside Study Area - North West Leicestershire	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington Coalville	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.1
Cropston Drive, Coalville Ibstock Measham	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Norris Hil Other, North West Leicestershire	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zouch Sunnyside Garden Centre, Leicester Road, Tostock The Belvoir Shopping Centre, Coalville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Whitwick Retail Park, Coahille Sub Total (North West Leicestershire)	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.1
Outside Study Area - Nottingham Nottingham	0.8	0.3	0.1	0.0	0.3	0.0	0.0	0.0	0.0
Sub Total (Nottingham) Outside Study Area - Other	0.8	0.3	0.1	0.0	0.3	0.0	0.0	0.0	0.0
Belper East Midlands Designer Outlet, Mansfield Road, South Normanton Gillbrook Shopping Park, Nottingham	0.0 0.0 1.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 1.0
Other, East Midlands Other, East of England Other, North East	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, North West Other, South East and London Other, South West	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.1						
Other, West Midlands Other, Vorskhire and Humber Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wevale Garden Centre, Ashby Road, Stapleton, Leicester Sub Total (Other)	0.0 0.0 1.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.2	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 1.1
Outside Study Area - South Derbyshire									
Hilton Local Centre Other, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby Sub Partal (Suth Derbyshira)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (South Derbyshire) Outside Study Area - Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Ankerside Shopping Centre, Tamworth Ventura Retail Park, Tamworth	0.9 0.0 1.6	0.0 0.0 0.2	0.0 0.0 0.1	0.2 0.0 0.0	0.0 0.0 0.0	0.3 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.8	0.4 0.0 0.5
Sub Total (Tamworth) Outside Study Area - Walsall	2.5	0.2	0.1	0.2	0.0	0.4	0.0	0.8	0.9
Walsali Sub Total (Walsali)	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0
									. —
Other Abroad	0.3	0.0	0.0	0.0	0.3 0.3	0.0	0.0	0.0	0.0
Other							0.0 8.0		3.4

TABLE 17: SHOPPING PATTERNS (CHEMIST GOODS)

TABLE 17: SHOPPING PATTERNS (CHEMIST GOODS)									
DESTINATION	TOTAL CHEMIST (%)	ZONE A CHEMIST (%)	ZONE B CHEMIST (%)	ZONE C CHEMIST (%)	ZONE D CHEMIST (%)	ZONE E CHEMIST (%)	ZONE F CHEMIST (%)	ZONE G CHEMIST (%)	ZONE H CHEMIST (%)
DESTINATION WITHIN STUDY AREA	(%)	(%)	(%)	(%)	(-10)	(-10)	(%)	(%)	(%)
Zone A - SOUTH DERBYSHIRE	0.0			0.0			0.0		
Blooming Marvels Garden Centre, Meadow Lane, Newhall Garden King Garden Market, Park Road, Swadlincote Newhall Local Centre	0.0 0.0 2.7	0.0 0.0 17.9	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0
Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	0.0 2.7	0.0 17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone B - SOUTH DERBYSHIRE Castle Gresley	0.7	0.0	0.0	0.8	0.0	6.0	0.0	0.8	0.0
Church Gresley Local Centre Morrisons, Coppice Side, Swadlincote	2.0 1.2	0.0	9.8 5.6	2.2	0.0 1.1	3.0 0.0	0.0	0.0 0.7	0.0
Sainsbury's, Civic Way, Swadincote Swadincote	2.2 27.1	5.6 62.3	6.5 47.7	1.7 27.9	0.0 3.5	0.0 50.5	0.6 3.4	1.5 30.1	0.0 1.6
The Pipeworks, Swadincote Sub Total (Zone B)	1.6 34.7	0.0 67.9	7.9 77.5	0.0 34.7	2.1 6.7	0.8 60.3	0.0 4.0	0.0 33.1	0.8 2.4
Zone C - SOUTH DERBYSHIRE Masseys, Swadlincote Road, Woodville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodville Local Centre Sub Total (Zone C)	3.8 3.8	1.1 1.1	0.0	40.3 40.3	1.1 1.1	0.0	0.0	0.7 0.7	0.0
Zone D - SOUTH DERBYSHIRE Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bretby Findern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melbourne Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent	1.4 0.0	0.0	0.0	0.0	10.6	0.0	0.0	0.0	0.0
Willington Wyevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	2.1 0.0 3.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	15.9 0.0 26.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Zone E - SOUTH DERBYSHIRE									
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote Linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherseal Overseal Roliston	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.7 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Sub Total (Zone E)	0.1	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Zone F - EAST STAFFORDSHIRE Stapenhill Winshill	1.4	1.0	0.0	0.0	0.0	1.9	5.8 10.2	0.0	0.0
Sub Total (Zone F)	3.4	1.0	0.0	0.0	0.0	1.9	15.9	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE Blackfordby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moira Sub Total (Zone G)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone H - NORTH WEST LEICESTERSHIRE	17.9	11	0.7	13.4	14.7	3.8	0.0	31.8	05.0
Ashby-de-la-Zouch Nottingham Road Retail Park, Ashby-de-la-zouch Tesco, Resolution Road, Ashby-de-la-Zouch	0.0 0.5	1.1 0.0 0.0	0.0	0.0	14.7 0.0 0.0	0.0	0.0	0.0 6.2	95.0 0.0 0.9
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch Sub Total (Zone 8)	0.0 18.5	0.0 1.1	0.0	0.0 13.4	0.0 14.7	0.0 3.8	0.0	0.0 38.0	0.0 95.8
SUB TOTAL (STUDY AREA)	66.8	89.1	78.2	88.4	48.9	67.5	19.9	71.7	98.3
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	44.9	87.0	77.5	75.0	34.2	61.8	4.0	33.8	2.4
OUTSIDE STUDY AREA									
Outside Study Area - Birmingham Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Birmingham)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Sub Total (Blaby)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Charnwood									
B&Q, Jubilee Drive, Belton Road, Loughborough Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Charnwood Sub Total (Charnwood)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Derby Allenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Allestree Alveston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ascot Drive, Derby Asda, Sinfin District Centre, Arleston Lane, Derby BBQ, Osmaston Park Road, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Boulton Moor Derby	0.0 3.7	0.0	0.0 3.3	0.0	0.0 20.8	0.0	0.0 2.4	0.0	0.0
Derby Retail Park, Derby Homebase, Kingsway, Derby	0.1	0.0	0.0	0.0	0.6 0.0	0.0	0.0	0.0	0.0
Kingsway Retail Park, Derby Mickleover Osmaston Park, Derby	0.9 0.3 0.0	0.0 0.0 0.0	1.1 0.0 0.0	0.0 0.0 0.0	5.3 2.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0
Other, Derby City Pride Park, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sinfin Sinfin Shopping Centre, Derby Wyvern Retail Park, Derby	0.1 0.1 0.1	0.0 0.0 0.0	0.0 0.0 0.5	0.0 0.0 0.0	0.7 0.6 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
vryveriii Acaai Fatis, Decuty Wyvern Way - Boots / Toys R Us, Derby Sub Total (Derby)	0.0 5.2	0.0	0.0 4.8	0.0	0.0 30.1	0.0	0.0	0.0	0.0
Outside Study Area - East Staffordshire									
2 Union Street - Former Comet, Burton Upon Trent Albion Gateway, Burton Upon Trent Anglesey Business Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Barton Fields, Lichfield Road, Burton on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Branston Branston Square, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton Place Shopping, Burton Upon Trent Burton Shopping Park, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton Upon Trent Byrkley Garden Centre, Burton-on-trent Centrum East Retail Park, Burton Upon Trent	21.6 0.0 0.0	9.8 0.0 0.0	9.1 0.0 0.0	11.6 0.0 0.0	14.6 0.0 0.0	25.1 0.0 0.0	69.3 0.0 0.0	3.0 0.0 0.0	0.0 0.0 0.0
Coopers Square Shopping Centre, Burton Upon Trent DFS, Tanworth Road, Burton-on-Trent	0.5 0.0	1.2 0.0	0.0	0.0	1.1 0.0	1.5 0.0	0.0	0.0	0.0
Eton Park Horninglow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other. East Staffordshire	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.9	0.0 0.0	0.0 0.0	0.0 0.0 0.0
Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent	0.0 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Uttoxiter	1.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	5.8 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Uetoxieer Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0
Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire)	0.0 23.4	0.0 10.9	0.0 9.1	0.0 11.6	0.0 15.6	0.0 27.5	0.0 76.1	0.0 3.0	0.0
Outside Study Area - Leicester Leicester	0.2	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub Total (Leicester)	0.2	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Outside Study Area - Lichfield Lichfield	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Shenstone Sub Total (Lichfield)	0.2 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.9 0.0 0.9	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - North West Leicestershire									
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington Coalville	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 1.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 1.5	0.0 0.0 0.0
Cropston Drive, Coalville Ibstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham Norris Hill Other. North West Leicestershire	0.4 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.7 0.0 0.0	0.0 0.0 0.0	5.5 0.0 0.0	0.0 0.0 0.0
Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zouch Sunnyside Garden Centre, Leicester Road, Ibstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Belvoir Shopping Centre, Coalville The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitwick Retail Park, Coalville Sub Total (North West Leicestershire)	0.0	0.0	0.0	0.0	0.0 1.2	0.0	0.0	0.0 7.0	0.0
Outside Study Area - Nottingham Nottingham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.7
Sub Total (Nottingham) Outside Study Area - Other	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.7
Belper East Midlands Designer Outlet, Mansfield Road, South Normanton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Giltbrook Shopping Park, Nottingham Other, East Midlands	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.7 0.0	0.0
Other, East of England Other, North East Other, North West	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, South East and London Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands Other, Yorkshire and Humber Blanters AT Temporth Woodlands Farm Trinity Road Freedey	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.9 0.0 0.0	0.0 0.0 0.0
Ranters at Tarmworth, Woodlands Farm, Trinity Road, Freasley St Helier, Jersey Wyevale Garden Centre, Ashby Road, Stapleton, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Other)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Outside Study Area - South Derbyshire Hitton Local Centre Other, South Derbyshire	0.1	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Other, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby Sub Total (South Derbyshire)	0.2 0.0 0.3	0.0	0.0	0.0	0.0 0.0 0.7	1.9 0.0 1.9	0.0 0.0	0.0 0.0	0.0
Outside Study Area - Tamworth									
Tamworth Ankerside Shopping Centre, Tamworth Ventura Retail Park, Tamworth	0.3 0.0 2.2	0.0 0.0 0.0	0.0 0.0 7.4	0.0 0.0 0.0	0.0 0.0 0.0	1.5 0.0 0.9	0.0 0.0 0.0	2.4 0.0 13.5	0.0 0.0 1.0
Sub Total (Tamworth)	2.5	0.0	7.4	0.0	0.0	2.4	0.0	15.9	1.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Walsall Walsall		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Walsall Walsall Sub Total (Walsall) Other	0.0			<u></u>					
Walsall Sub Total (Walsall)	0.0 0.4 0.4	0.0	0.0	0.0	2.3 2.3	0.0	0.6 0.6	0.0	0.0
Wisked Sus Total (Walsali) Other Abroad Sus Total (Other) SUS TOTAL (OUTSIDE STUDY AREA)	0.4 0.4	10.9	0.0	0.0	2.3		0.6	0.0 28 ₈ 3	
Wested Sex Total (Wafsell) Other Record Sex Total (Other)	0.4 0.4	0.0	0.0	0.0	2.3	0.0	0.6	0.0 28 ₈ 3	0.0

TABLE 18: SHOPPING EXPENDITURE RETENTION (CI	TOTAL CHEMIST	ZONE A CHEMIST (£m)	ZONE B CHEMIST (£m)	ZONE C CHEMIST (£m)	ZONE D CHEMIST (£m)	ZONE E CHEMIST (£m)	ZONE F CHEMIST (£m)	ZONE G CHEMIST (£m)	ZONE H CHEMIST (£m)
DESTINATION WITHIN STUDY AREA	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Zone A - SOUTH DERBYSHIRE Blooming Marvels Garden Centre, Meadow Lane, Newhall Garden King Garden Market, Park Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newhall Local Centre Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	0.2 0.0 0.2	0.2 0.0 0.2	0.0 0.0 0.0						
Zone B - SOUTH DERBYSHIRE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Castle Gresley Church Gresley Local Centre Morrisons, Coppice Side, Swadlincote	0.1 0.1 0.1	0.0 0.0 0.0 0.1	0.0 0.1 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sainsbury's, Civic Way, Swadlincote Swadlincote The Pipeworks, Swadlincote	1.9 0.1	0.7 0.0	0.4 0.1	0.2	0.1 0.0	0.5 0.0	0.1 0.0	0.2 0.0	0.0
Sub Total (Zone B) Zone C - SOUTH DERBYSHIRE	2.5	0.7	0.7	0.2	0.1	0.5	0.1	0.2	0.0
Masseys, Swadincote Road, Woodville Woodville Local Centre Sub Total (Zone C)	0.0 0.3 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.2 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone D - SOUTH DERBYSHIRE Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bretby Findern Melbourne	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent Willington Wyevale At Findern Garden Centre, Burton Road, Derby	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Zone D) Zone E - SOUTH DERBYSHIRE	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote Linton Netherseal	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Overseal Roliston Sub Total (Zone E)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone F - EAST STAFFORDSHIRE Stapenhill	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Winshill Sub Total (Zone F)	0.2	0.0 0.0	0.0	0.0	0.0	0.0	0.2 0.2	0.0 0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE Blackfordby Moira	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone G) Zone H - NORTH WEST LEICESTERSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby-de-la-Zouch Nottingham Road Retail Park, Ashby-de-la-zouch Tesco, Resolution Road, Ashby-de-la-Zouch	1.5 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0	0.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.2 0.0 0.0	1.0 0.0 0.0
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch Sub Total (Zone 8)	0.0 1.5	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0 0.2	0.0 1.0
TOTAL (WITHIN STUDY AREA) TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	5.1 3.3	0.9	0.7 0.7	0.5	0.7	0.6	0.3	0.4	1.0 0.0
OUTSIDE STUDY AREA									
Outside Study Area - Birmingham Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Birmingham) Outside Study Area - Blaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Sub Total (Blaby)	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0
Outside Study Area - Charnwood B&Q, Jubilee Drive, Belton Road, Loughborough Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Charnwood Sub Total (Charnwood)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Derby Allenton Allestree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alvaston Ascot Drive, Derby Asda, Sinfin District Centre, Arleston Lane, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Boulton Moor Derby	0.0 0.0 0.4	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Derby Retail Park, Derby Homebase, Kingsway, Derby Kingsway Retail Park, Derby	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Mickleover Osmaston Park, Derby Other, Derby City	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Pride Park, Derby Sinfin	0.0	0.0	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0
Sinfin Shopping Centre, Derby Wyvern Retail Park, Derby Wyvern Way - Boots / Toys R Us, Derby Sub Total (Derby)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - East Staffordshire	0.5	0.0		0.0	0.4	0.0	0.0	0.0	0.0
2 Union Street - Former Comet, Burton Upon Trent Albion Gateway, Burton Upon Trent Anglesey Business Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
B&Q, Wellington Road, Burton Upon Trent Barton Fields, Lichfield Road, Burton-on-trent Branston	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Branston Square, Burton Upon Trent Burton Place Shopping, Burton Upon Trent Burton Shopping Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Burton Upon Trent Byrkley Garden Centre, Burton-on-trent Centrum East Retail Park, Burton Upon Trent	1.8 0.0 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.2 0.0 0.0	0.2 0.0 0.0	1.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (East Staffordshire) Outside Study Area - Leicester	1.9	0.1	0.1	0.1	0.2	0.2	1.2	0.0	0.0
Leicester Sub Total (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
Outside Study Area - Lichfield Lichfield Rugeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0
Shenstone Sub Total (Lichfield)	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0
Outside Study Area - North West Leicestershire A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coalville Cropston Drive, Coalville Ibstock	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Measham Norris Hil Other, North West Leicestershire	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zo Sunnyside Garden Centre, Leicester Road, Ibstock The Belvoir Shopping Centre, Coalville	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Whitwick Retail Park, Coalville Sub Total (North West Leicestershire)	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - Nottingham Nottingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Nottingham) Outside Study Area - Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Belper East Midlands Designer Outlet, Mansfield Road, South Normanton Giltbrook Shopping Park, Nottingham	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, East Midlands Other, East of England Other, North East	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, North West Other, South East and London Other, South West	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, West Midlands Other, Yorkshire and Humber Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
St Helier, Jersey Wyevale Garden Centre, Ashby Road, Stapleton, Leicester Sub Total (Other)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - South Derbyshire Hilton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby Sub Total (South Derbyshire)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - Tamworth Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Namworth Ankerside Shopping Centre, Tamworth Ventura Retail Park, Tamworth Sub Total (Tamworth)	0.0 0.0 0.2 0.2	0.0 0.0 0.0	0.0 0.1 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.1 0.1	0.0 0.0 0.0
Sub Total (Tamworth) Outside Study Area - Walsall Walsall	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Sub Total (Walsall)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad Sub Total (Other)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad Sub Total (Other) SUB TOTAL (OUTSIDE STUDY AREA) TOTAL	2.8 7.9	0.0	0.2	0.0	0.0	0.0	1.2	0.0	0.0

WYG PLANNING & ENVIRONMENT APPENDIX 5 - SWADLINCOTE RETAIL & LEISURE STUDY TABLE 19: SHOPPING PATTERNS (ELECTRICAL GOODS)

TABLE 19: SHOPPING PATTERNS (ELECTRICAL GOODS									
DESTINATION	TOTAL ELECTRICAL (%)	ZONE A ELECTRICAL (%)	ZONE B ELECTRICAL (%)	ZONE C ELECTRICAL (%)	ZONE D ELECTRICAL (%)	ZONE E ELECTRICAL (%)	ZONE F ELECTRICAL (%)	ZONE G ELECTRICAL (%)	ZONE H ELECTRICAL (%)
WITHIN STUDY AREA									
Zone A - SOUTH DERBYSHIRE Blooming Marvels Garden Centre, Meadow Lane, Newhall Garden King Garden Market, Park Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newhall Local Centre Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0						
Zone B - SOUTH DERBYSHIRE Castle Gresley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Gresley Local Centre Morrisons, Coppice Side, Swadlincote Sainsbury's, Civic Way, Swadlincote	0.0 0.0 1.0	0.0 0.0 1.7	0.0 0.0 3.4	0.0 0.0 1.6	0.0 0.0 1.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Swadlincote The Pipeworks, Swadlincote	15.9 6.1	33.9 11.9	22.4 6.1	32.1 2.1	7.1 2.0	29.5 3.3	0.0 8.6	14.6 4.8	4.6 2.9
Zone B (Sub Total) Zone C - SOUTH DERBYSHIRE	23.0	47.5	32.0	35.8	10.3	32.8	8.6	19.4	7.5
Masseys, Swadlincote Road, Woodville Woodville Local Centre Sub Total (Zone C)	0.0 0.0 0.0	0.0 0.0 0.0							
Zone D - SOUTH DERBYSHIRE Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bretby Findern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melbourne Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent Willington	1.8 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.6 0.0 0.0	15.5 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wyevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	0.0 1.8	0.0	0.0	0.0 1.6	0.0 15.5	0.0	0.0	0.0	0.0
Zone E - SOUTH DERBYSHIRE Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote Linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherseal Overseal Rollston	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Zone E)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone F - EAST STAFFORDSHIRE Stapenhill Winshill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone F) Zone G - NORTH WEST LEICESTERSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackfordby Moira	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0
Sub Total (Zone G) Zone H - NORTH WEST LEICESTERSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby-de-la-Zouch Nottingham Road Retail Park, Ashby-de-la-zouch Tesco, Resolution Road, Ashby-de-la-Zouch	9.7 0.1 1.4	1.9 0.0 3.4	0.7 0.0 0.0	11.8 0.0 2.1	6.6 0.0 2.3	3.7 0.0 0.0	0.0 0.0 0.0	9.8 0.0 2.0	59.6 1.3 2.8
Tesco, Resolution Road, Ashby-de-la-Zouch Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch Sub Total (Zone H)	1.4 0.2 11.4	3.4 0.0 5.3	0.0 0.0 0.7	2.1 0.0 13.9	2.3 0.0 8.9	0.0 0.0 3.7	0.0 0.0 0.0	2.0 0.0 11.7	2.8 1.6 65.3
SUB TOTAL (STUDY AREA)	36.2	52.8	32.7	51.3	34.7		8.6	31.1	72.9
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	24.8	47.5	32.0	37.5	25.8	32.8	8.6	19.4	7.5
OUTSIDE STUDY AREA Outside Study Area - Birmingham									
Outside Study Area - Birmingham Birmingham Sub Total (Birmingham)	2.0 2.0	0.0 0.0	0.0	0.0	0.0	0.0	8.6 8.6	0.0 0.0	0.0 0.0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.9	0.0	1.8	0.0	0.0	0.0	0.0	1.1	5.0
Sub Total (Blaby) Outside Study Area - Charnwood	0.9	0.0	1.8	0.0	0.0	0.0	0.0	1.1	5.0
B&Q, Jubilee Drive, Belton Road, Loughborough Loughborough Other, Charnwood	0.0 0.3 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 2.3 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Charnwood) Outside Study Area - Derby	0.3	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0
Allenton Allestree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0
Alvaston Ascot Drive, Derby Asda, Sinfin District Centre, Arleston Lane, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
88Q, Osmaston Park Road, Derby Boulton Moor Derby	0.0 0.0 2.8	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 2.1	0.0 0.0 19.4	0.0 0.0 5.7	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Derby Retail Park, Derby Homebase, Kingsway, Derby	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsway Retail Park, Derby Mickleover Osmaston Park, Derby	2.6 0.0 0.0	0.0 0.0 0.0	2.9 0.0 0.0	0.0 0.0 0.0	18.8 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.4 0.0 0.0	0.0 0.0 0.0
Other, Derby City Pride Park, Derby Sinfin	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sinfin Shopping Centre, Derby Wyvern Retail Park, Derby Wyvern Way - Boots / Toys R Us, Derby	0.0 1.0 0.1	0.0 0.0 0.0	0.0 2.6 0.7	0.0 2.1 0.0	0.0 0.0 0.0	0.0 1.4 0.0	0.0 0.0 0.0	0.0 3.5 0.0	0.0 0.0 0.0
Sub Total (Derby) Outside Study Area - East Staffordshire	6.5	0.0	6.2	4.1	38.2	7.1	0.0	4.9	0.0
2 Union Street - Former Comet, Burton Upon Trent Albion Gateway, Burton Upon Trent	1.6 0.3	0.0	6.8 0.0	0.0 4.6	0.0	0.0	0.0	6.8 0.0	0.0 0.0
Anglesey Business Park, Burton Upon Trent B&Q, Wellington Road, Burton Upon Trent Barton Fields, Lichfield Road, Burton-on-trent	0.6 0.5 0.0	2.9 1.7 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.2 0.0 0.0	0.0 1.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Branston Branston Square, Burton Upon Trent Burton Place Shopping, Burton Upon Trent	2.0 1.9 0.1	0.0 1.5	0.0 0.0	0.0 10.1 0.0	1.5 0.0 0.0	1.4 0.0	7.1 3.6 0.0	0.0 2.3 0.8	0.0 0.0 0.0
Burton Shopping Park, Burton Upon Trent Burton Upon Trent	0.3 14.8	0.0 15.0	0.0 17.6	0.0 7.0	2.3 8.3	0.0 23.6	0.0 23.9	0.0 2.7	0.0 3.8
Byrkley Garden Centre, Burton-on-trent Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent	0.0 13.4 0.2	0.0 20.2 0.0	0.0 16.4 0.0	0.0 5.1 0.0	0.0 2.0 2.0	0.0 11.8 0.0	0.0 24.1 0.0	0.0 7.5 0.0	0.0 0.0 0.0
DFS, Tamworth Road, Burton-on-Trent Eton Park Horninglow	0.0 0.2 0.0	0.0 1.3 0.0	0.0 0.0 0.0						
Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire	0.3 0.4 0.0	0.0 0.0 0.0	1.8 1.1 0.0	0.0 3.5 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Screwlix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco. St Peters Bridoe. Burton-on-Trent	0.0 0.4	0.0 1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0 1.6
The Octagon Shopping Centre, Burton Upon Trent Uttoxiter	0.0 0.6 0.0	0.0 0.0 0.0	0.0 1.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.9 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent	6.4 1.0 0.0	1.7 0.0 0.0	5.9 0.8 0.0	2.1 0.0 0.0	2.0 0.0 0.0	7.2 0.0 0.0	17.5 3.6 0.0	2.0 0.0 0.0	0.0 0.0 0.0
Sub Total (East Staffordshire) Outside Study Area - Leicester	44.8	45.8	51.2	32.4	18.2	45.2	82.8	22.0	5.4
Leicester Sub Total (Leicester)	0.3 0.3	0.0	0.0	2.1 2.1	0.0	1.2 1.2	0.0	0.8	0.0
Outside Study Area - Lichfield Lichfield	0.3	0.0	0.0	0.0	1.2	1.2	0.0	1.1	0.0
Rugeley Shenstone Sub Total (Lichfield)	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 1.2	0.0 0.0 1.2	0.0 0.0 0.0	0.0 0.0 1.1	0.0 0.0 0.0
Outside Study Area - North West Leicestershire A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Donington Coalville Cropston Drive, Coalville	0.0 0.2 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 2.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.1 0.0	0.0 1.3 0.0
Cropsion Drive, Coarvine Tibstock Measham Norris Hill	0.2 0.5 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	1.1 0.0 0.0	0.0 0.0 0.0	2.9 0.0 0.0	1.0 0.0 0.0
Other, North West Leicestershire Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zour	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunnyside Garden Centre, Leicester Road, Ibstock The Belvoir Shopping Centre, Coalville The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Whitwick Retail Park, Coalville Sub Total (North West Leicestershire)	0.0	0.0	0.0	0.0	0.0	0.0 1.1	0.0	0.0 4.0	0.0 2.3
Outside Study Area - Nottingham Nottingham Sub Total (Nottingham)	0.1 0.1	0.0	0.0	0.0	1.2 1.2	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Belper East Midlands Designer Outlet, Mansfield Road, South Normanton Giltbrook Shopping Park, Nottingham	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 1.3						
Other, East Midlands Other, East of England Other, North East	0.1 0.0 0.0	0.0 0.0 0.0	1.3 0.0 0.0						
Other, North West Other, South East and London Other, South West	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, West Midlands Other, Yorkshire and Humber	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0
Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley St Hellier, Jersey Wyevale Garden Centre, Ashby Road, Stapleton, Leicester	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Other) Outside Study Area - South Derbyshire	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Hilton Local Centre Other, South Derbyshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swarkestone Nursery, Lowes Lane, Derby Sub Total (South Derbyshire)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0
Outside Study Area - Tamworth Tamworth Ankerside Shopping Centre, Tamworth Ventura Retail Park, Tamworth Ventura Retail Park, Tamworth Sub Total (Tamworth)	0.8 0.0 6.4 7.2	0.0 0.0 1.5 1.5	0.0 0.0 8.1 8.1	0.0 0.0 8.3 8.3	0.0 0.0 2.0 2.0	5.2 0.0 2.5 7.7	0.0 0.0 0.0 0.0	0.0 0.0 35.0 35.0	2.6 0.0 9.3 11.9
Outside Study Area - Waisali Waisail Sub Total (Waisail)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Abroad	0.1	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
	0.1	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Sub Total (Other) SUB TOTAL (OUTSIDE STUDY AREA)	63.8	47.2	67.3	48.7	65.3	63.5	91.4	68.9	27.1

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE A ELECTRICAL (fm)	ZONE B ELECTRICAL (Fm)	ZONE C ELECTRICAL (£m)	ZONE D ELECTRICAL (£m)	ZONE E ELECTRICAL (£m)	ZONE F ELECTRICAL (Fm)	ZONE G ELECTRICAL (£m)	ZONE H ELECTRICAL (fm)
WITHIN STUDY AREA	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2.11)	(2)
Zone A - SOUTH DERBYSHIRE Blooming Marvels Garden Centre, Meadow Lane, Newhall Garden King Garden Market, Park Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sarden King Garden Market, Park Road, Swadincote Newhall Local Centre Stanton Nurseries, Woodland Road, Burton-on-trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Zone A)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone B - SOUTH DERBYSHIRE Castle Gresley Church Gresley Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Coppice Side, Swadlincote Sainsbury's, Civic Way, Swadlincote	0.0 0.4	0.0 0.1 1.8	0.0 0.2 1.1	0.0	0.0 0.1	0.0 0.0 1.2	0.0	0.0 0.0	0.0 0.0 0.2
Swadincote The Pipeworks, Swadincote Zone B (Sub Total)	6.0 2.0 8.3	0.6 2.5	0.3 1.6	0.9 0.1 1.0	0.5 0.1 0.7	0.1 1.3	0.0 0.5 0.5	0.4 0.1 0.5	0.2 0.1 0.3
Zone C - SOUTH DERBYSHIRE									0.0
Masseys, Swadlincote Road, Woodville Woodville Local Centre Sub Total (Zone C)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0
Zone D - SOUTH DERBYSHIRE Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beetly Findern	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0
Melbourne Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent Willington	1.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wyevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	0.0 1.1	0.0	0.0	0.0	0.0 1.0	0.0	0.0	0.0	0.0
Zone E - SOUTH DERBYSHIRE Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linton Netherseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Overseal Rollston Sub Total (Zone E)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone F - EAST STAFFORDSHIRE									
Stapenhill Winshill Sub Total (Zone F)	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone G - NORTH WEST LEICESTERSHIRE									
Blackfordby Moira Sub Total (Zone G)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone H - NORTH WEST LEICESTERSHIRE									0.0
Ashby-de-la-Zouch Nottingham Road Retail Park, Ashby-de-la-zouch Tesco, Resolution Road, Ashby-de-la-Zouch	4.0 0.1 0.6	0.1 0.0 0.2	0.0 0.0 0.0	0.3 0.0 0.1	0.4 0.0 0.1	0.1 0.0 0.0	0.0 0.0 0.0	0.2 0.0 0.0	2.7 0.1 0.1
Tesco, Nescullion Road, Asriby-de-la-zouch Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zou Sub Total (Zone H)	0.6 0.1 4.7	0.2 0.0 0.3	0.0 0.0 0.0	0.1 0.0 0.4	0.1 0.0 0.6	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.3	0.1 0.1 2.9
TOTAL (WITHIN STUDY AREA)	14.0	2.7	1.6	1.4	2.3	1.5	0.5	0.8	3.3
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	9.4	2.5	1.6	1.0	1.7	1.3	0.5	0.5	0.3
OUTSIDE STUDY AREA									
Outside Study Area - Birmingham Birmingham	0.5 0.5	0.0	0.0	0.0	0.0	0.0	0.5 0.5	0.0	0.0
Sub Total (Birmingham) Outside Study Area - Blaby	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Sub Total (Blaby)	0.3 0.3	0.0	0.1 0.1	0.0	0.0	0.0	0.0	0.0	0.2 0.2
Outside Study Area - Charnwood B&Q, Jubilee Drive, Belton Road, Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Other, Charnwood	0.2 0.0	0.0	0.0	0.0	0.2 0.0	0.0	0.0	0.0	0.0
Sub Total (Charnwood) Outside Study Area - Derby	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Allestree	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0
Alvaston Ascot Drive, Derby Asda, Sinfin District Centre, Arleston Lane, Derby	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Road, Smith Dearlet Centre, Arreston Lane, Derby Boulton Moor	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0
Derby Derby Retail Park, Derby Homebase, Kingsway, Derby	1.5 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0	1.3 0.0 0.0	0.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Kingsway Retail Park, Derby Mickleover	1.4	0.0	0.1 0.0	0.0	1.2 0.0	0.0	0.0	0.0	0.0 0.0
Osmaston Park, Derby Other, Derby City Pride Park, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sinfin Shopping Centre, Derby Wyvern Retail Park, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyvern Way - Boots / Toys R Us, Derby	0.3 0.0 3.3	0.0 0.0 0.0	0.1 0.0 0.3	0.1	0.0 0.0 2.5	0.1 0.0 0.3	0.0 0.0 0.0	0.1 0.0 0.1	0.0 0.0 0.0
Sub Total (Derby) Outside Study Area - East Staffordshire 2 Union Street - Former Comet, Burton Upon Trent				0.1					
2 Union Street - Former Comet, Burton Upon Trent Albion Gateway, Burton Upon Trent Anglesey Business Park, Burton Upon Trent	0.5 0.1 0.2	0.0 0.0 0.2	0.3 0.0 0.0	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.2 0.0 0.0	0.0 0.0 0.0
BBQ, Wellington Road, Burton Upon Trent Barton Fleids, Lichfield Road, Burton-on-trent	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Branston Branston Square, Burton Upon Trent	0.6 0.6 0.0	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.3 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.4 0.2 0.0	0.0 0.1 0.0	0.0 0.0 0.0
Burton Place Shopping, Burton Upon Trent Burton Shopping Park, Burton Upon Trent Burton Upon Trent	0.2 4.9	0.0	0.0	0.0	0.2 0.5	0.0	0.0	0.0	0.0
Byrkley Garden Centre, Burton-on-trent Centrum East Retail Park, Burton Upon Trent	0.0 4.2 0.1	0.0 1.0 0.0	0.0 0.8 0.0	0.0 0.1 0.0	0.0 0.1 0.1	0.0 0.5 0.0	0.0 1.4 0.0	0.0 0.2 0.0	0.0 0.0 0.0
Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horninglow Lichfield Street - Blockbuster , Burton Upon Trent	0.0 0.1 0.1	0.0 0.0 0.0	0.0 0.1 0.1	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0
St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent	0.2 0.0 1.9	0.0 0.0 0.1	0.1 0.0 0.3	0.0 0.0 0.1	0.0 0.0 0.1	0.0 0.0 0.3	0.1 0.0 1.0	0.0 0.0 0.0	0.0 0.0 0.0
Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Sub Total (East Staffordshire) Outside Study Area - Leicester	14.4	2.4	2.5	0.9	1.2	1.8	4.8	0.5	0.2
Leicester Sub Total (Leicester)	0.1 0.1	0.0	0.0 0.0	0.1 0.1	0.0 0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lichfield Lichfield	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Rugeley Shenstone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Lichfield) Outside Study Area - North West Leicestershire	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Outside Study Area - North West Leicestershire A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coalville Cropston Drive, Coalville Ibstock	0.1 0.1 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1 0.0	0.1 0.0 0.0
Measham Norris Hil Other, North West Leicestershire	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la- Sunnyside Garden Centre, Leicester Road, Ibstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Belvoir Shopping Centre, Coalville The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Whitwick Retail Park, Coalville	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (North West Leicestershire)	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1
Outside Study Area - Nottingham Nottingham Sub Total (Nottingham)	0.1 0.1	0.0	0.0	0.0	0.1 0.1	0.0	0.0	0.0	0.0
Outside Study Area - Other	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Belper East Midlands Designer Outlet, Mansfield Road, South Normanton Gilthonak Shonning Park, Nottingham	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1
Giltbrook Shopping Park, Nottingham Other, East Midlands Other, East of England	0.1 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1 0.0
Other, North East Other, North West Other, South East and London	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, South West Other, West Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley St. Helier, Jersey	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
St Heller, Jersey Wyevale Garden Centre, Ashby Road, Stapleton, Leicester Sub Total (Other)	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1
Outside Study Area - South Derbyshire									
Hiton Local Centre Other, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (South Derbyshire)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Tamworth	0.3	0.0	0.0	0.0	0.0	0.2 0.0	0.0	0.0	0.1 0.0
		0.1	0.4	0.2 0.2	0.1 0.1	0.1	0.0	0.9	0.4
Tamworth Inkerside Shopping Centre, Tamworth Fentura Retail Park, Tamworth Sub Total (Tamworth)	2.2 2.5	0.1	0.4						
i armworth Ankerside Shopping Centre, Tamworth Ventura Retail Park, Tamworth		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jamsothn Ackerston Stopping Centre, Tamsooth Ackerston Stopping Centre, Tamsooth Schild Tall (Tamsooth) Outside Study Area - Walsall Wilstall Sub Total (Tamsooth) Sub Total (Walsall)	2.5								0.0
Salemanda Stogenia Centra, Tamanochi Verbura Resal Park, Tamanochi Sala Tealal (Tamanochi) Sala Tealal (Tamanochi) Octobe Study Area - Walsalii Nalesii Salo Teala (Walsalii) Other	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
aresisted Shopping Centre, Tamsoorth Feeture Rischel Park, Tamsoorth Veeture Risch Park, Tamsoorth Sub Total (Tamsoorth) Outside Study Area - Walsall Walsall Sub Total (Walsall)	2.5 0.0 0.0 0.1 0.1	0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0

Notes:
a. Recid as set out in Table 1.
b. Throughten Spens taken from Expanies CS Monomorkeite (2015 data) for 2015 (base date), 2003, 2005 and 2018 and 2018 to cover fixture plans period
b. Notes of throw defended develop from Statisticate treasment Survey (baly 2015) plane from QD (weighted and filmout)
collections (but Notes or Augustianus).

The content of the	TABLE 21: SHOPPING PATTERNS (DIY GOODS)									
Column	DESTINATION		ZONE A DIY (%)	ZONE B DIY (%)	ZONE C DIY (%)	ZONE D DIY (%)	ZONE E DIY (%)	ZONE F DIY (%)	ZONE G DIY (%)	ZONE H DIY (%)
Column	WITHIN STUDY AREA									
Column	Blooming Marvels Garden Centre, Meadow Lane, Newhall									
SECURION CONTROL 12	Newhall Local Centre Stanton Nurseries, Woodland Road, Burton-on-trent	0.1 0.0	0.0	0.7 0.0	0.0	0.0	0.0	0.0	0.0	0.0
STATES OF STATES		0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Column	Castle Gresley Church Gresley Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A STATE OF THE PARTY OF THE PAR	Sainsbury's, Civic Way, Swadlincote Swadlincote	0.0 9.2	0.0 18.0	0.0 21.4	0.0 17.6	0.0 3.5	0.0 9.9	0.0	0.0 2.1	0.0
March 14 15 15 15 15 15 15 15										
AMORPHISM 1999 AMORPHISM 1999	Masseys, Swadlincote Road, Woodville									
March Marc	Sub Total (Zone C)									
SAME SAME SAME SAME SAME SAME SAME SAME	Bluebell Arboretum and Nursery, Annwell Lane, Smisby									
Column	Findern Melbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Control Property of	Willington Wyevale At Findern Garden Centre, Burton Road, Derby	0.1 0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Section		0.1	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
THE COLOR OF THE C	Linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The content of the	Overseal Rollston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AMERICAN SECTION STATES AND SECTION SE	Zone F - EAST STAFFORDSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The color of the	Stapenhill Winshill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Section	Zone G - NORTH WEST LEICESTERSHIRE									
The column Column	Moira	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Company Comp	Zone H - NORTH WEST LEICESTERSHIRE									
Column C	Nottingham Road Retail Park, Ashby-de-la-zouch Tesco, Resolution Road, Ashby-de-la-Zouch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Section Continue	Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch Sub Total (Zone H)	13.9 15.0	1.6 1.6	6.2 6.2	12.5 12.5	18.5 20.2	2.2 2.2	0.0	27.3 31.2	59.6 65.1
Company Comp										
Company Comp		13.5	20.9	27.8	34.2	4.3	11.8	0.8	18.6	0.8
STATES STATES AND STAT										
STATE AND AND ASSESSMENT OF THE PARTY OF THE	Birmingham									
Sale Facility (Company) Sale Facility (Compan	Fosse Park Shopping Centre, Fosse Park Avenue, Leicester			0.0						
March Marc	Sub Total (Blaby)			0.0						
Color	B&Q, Jubilee Drive, Belton Road, Loughborough Loughborough	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Section	Sub Total (Charnwood)	0.0 1.6			0.0 1.1				0.0	
Column	Allenton		0.0					0.0		
Selection Control Cont	Alvaston Ascot Drive, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Self-March 1999 150	Asda, Sinfin District Centre, Arleston Lane, Derby B&Q, Osmaston Park Road, Derby	0.0 4.6	0.0	0.0 1.7	0.0 3.1	0.0 30.4	0.0	0.0	0.0	1.2
Section Section	Derby	0.6	0.0	0.0	0.0	1.8	1.0	1.2	0.0	0.0
Souther And South Control	Kingsway Retail Park, Derby	0.1	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Series (1997) 1.00	Osmaston Park, Derby Other, Derby City	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0
Common Service Comm					0.0					
Transport Programme Prog	Wyvern Way - Boots / Toys R Us, Derby	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0
Value Teach Teac		7.5	0.0	1.7	3.1	48.0	2.2	1.2	2.7	1.2
Machine Mach	2 Union Street - Former Comet, Burton Upon Trent Albion Gateway, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Reserve Sees Aben March Tree 160	B&Q, Wellington Road, Burton Upon Trent Barton Fields, Lichfield Road, Burton-on-trent	46.3 0.5	69.1 1.4	54.8 0.0	35.9 0.0	20.7	64.4 1.9	64.6 0.0	14.9 2.2	14.9
Author Description, Purchistor Trent	Branston Square, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Second Earl Earl Point Sect (1986) 1.5	Burton Shopping Park, Burton Upon Trent Burton Upon Trent	3.6	1.2	0.0 4.4	3.6	0.0	0.0 10.7	5.6	0.0	1.8
State	Centrum East Retail Park, Burton Upon Trent	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Activated Processor Sections Part	Eton Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Service Park Estern Annual Park Park Park Park Park Park Park Park	Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0
Tenson De Newsborg, Notinos-Drieft 0.0	Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent	0.9	0.0	0.0	0.0	0.9	0.0	3.8	0.0	0.0
Section Company Comp	Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sea Teat (Endes Suffrendehard)	Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent	1.4 0.2	0.0 1.4	0.0	0.0	0.0	0.0	6.8 0.0	0.0	0.0
Accession	Sub Total (East Staffordshire)									
CALCAS Study Area - Lichfield	Leicester									
Ruggles	Outside Study Area - Lichfield									
Good Company Company	Rugeley Shenstone	0.0 0.1	0.0	0.0	0.0 1.3	0.0	0.0	0.0	0.0	0.0
A VP Desirgh Son, Healthar Lane Russeries, Healthar Lane, Coolville	Outside Study Area - North West Leicestershire									
Cognition Desires Control of	A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Fill	Cropston Drive, Coalville Ibstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sumpoide Garden Centre, Leisenser Bood, Batcok	Norris Hil Other, North West Leicestershire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Time Cardine Warehouse / Rosebank Nuseriess, 120 159) Street, Swadinated B. 0.0	Sunnyside Garden Centre, Leicester Road, Ibstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Nottinghum	The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Whitwick Retail Park, Coalville	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0 1.1	0.0
Settle-plane										
Belger	Nottingham Sub Total (Nottingham)									
Cathorolis Ropeping Park, Notingham 0.0 0.	Belper									
Other, North Rest ODE,	Giltbrook Shopping Park, Nottingham Other, East Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0
Cities, South East and London 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	Other, North East Other, North West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber 0.1 0.0<	Other, South East and London Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Varyetic Carlet Cerrie, Alby Nosi, Stapiston, Leicester 0.0	Other, Yorkshire and Humber Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley	0.1	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Outside Study Area - South Derhyshire	Wyevale Garden Centre, Ashby Road, Stapleton, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South Debyshire 0.0	Outside Study Area - South Derbyshire									
Sub Total (South Dertryshire) 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	Other, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tameorth	Sub Total (South Derbyshire)								0.0	
Sub Total (CUISIDE STUDY AREA) 2.2 0.0 0.0 0.0 0.0 0.0 0.0 0.	Tamworth Ankerside Shopping Centre, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waldell	Sub Total (Tamworth)									
Other 0.3 0.0 0.5 1.3 1.6 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	Walsall	0.0								
Sub Total (Other) 0.3 0.0 0.0 1.3 1.6 0.0 0.0 0.0 0.0 SUB TOTAL (OUTSIDE STUDY AREA) 71.5 77.6 66.0 53.3 75.5 86.0 99.2 50.2 34.1	Other									
	Sub Total (Other)	0.3	0.0	0.0	1.3	1.6	0.0	0.0	0.0	0.0
100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0										
	TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

DESTINATION WITHIN STUDY AREA	DIY (£m)	DIY (£m)	DIY (£m)	DIY (£m)	DIY (£m)	DIY (£m)	DIY (£m)	DIY (£m)	DIY (£m)
ONE A - SOUTH DERBYSHIRE Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
arden King Garden Market, Park Road, Swadlincote swhall Local Centre anton Nurseries, Woodland Road, Burton-on-trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0	0.0	0.0	0.0	0.0 0.0 0.0
ub Total (Zone A)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cone B - SOUTH DERBYSHIRE Castle Gresley thurch Gresley Local Centre	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0	0.0	0.0
forrisons, Coppice Side, Swadlincote ainsbury's, Civic Way, Swadlincote wadlincote	0.0 1.1	0.0 0.0 0.3	0.0	0.0	0.0 0.0 0.1	0.0 0.0 0.1 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0
wadancote he Pipeworks, Swadincote lub Total (Zone B)	0.0 1.1	0.0	0.0 0.4	0.0	0.0 0.1	0.0 0.1	0.0	0.0	0.0
Zone C - SOUTH DERBYSHIRE Masseys, Swadlincote Road, Woodville Woodville Local Centre	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1 0.1	0.0
iub Total (Zone C) Cone D - SOUTH DERBYSHIRE	0.5	0.0	0.1	0.2	0.0	0.0	0.0	0.1	0.0
Bluebell Arboretum and Nursery, Annwell Lane, Smisby Bretby Indern	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Melbourne Stantour M Seathy. The Nurrarier Brethy I are Burton on treat	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wyevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0
Zone E - SOUTH DERBYSHIRE Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linton Netherseal Deerseal	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
toliston Sub Total (Zone E)	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
one F - EAST STAFFORDSHIRE tapenhil	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone F)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE Backfordby Hoira	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0
oub Total (Zone G) One H - NORTH WEST LEICESTERSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rehby-de-la-Zouch Nottingham Road Retail Park, Ashby-de-la-zouch Tesco, Resolution Road, Ashby-de-la-Zouch	0.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0
Mickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch Sub Total (Zone H)	1.9 2.0	0.0	0.1 0.1	0.1 0.1	0.4 0.5	0.0	0.0	0.0 0.2 0.3	0.9 1.0
TOTAL (WITHIN STUDY AREA)	3.7	0.4	0.6	0.5	0.6	0.2	0.0	0.4	1.0
OTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	1.6	0.3	0.5	0.3	0.1	0.2	0.0	0.2	0.0
OUTSIDE STUDY AREA Outside Study Area - Birmingham									
Birmingham Sub Total (Birmingham)	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Sub Total (Blaby)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dutside Study Area - Charriwood 88Q, Jubilee Drive, Belton Road, Loughborough									
Loughborough Other, Charmwood	0.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.2 0.0 0.0
Sub Total (Charnwood) Outside Study Area - Derby	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Allenton Allestree	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Ascot Drive, Derby Asda, Sinfin District Centre, Arleston Lane, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
88Q, Osmaston Park Road, Derby Roulton Moor Derby	0.8 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.7 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
lerby Retail Park, Derby Iomebase, Kingsway, Derby Ingsway Retail Park, Derby	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.2 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Alckleover Osmaston Park, Derby Other, Derby City	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0
nde Park, Derby Infin	0.0	0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0	0.0	0.0	0.0	0.0 0.0 0.0
infin Shopping Centre, Derby Ayvern Retail Park, Derby Ayvern Way - Boots / Toys R Us, Derby	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
oub Total (Derby) Outside Study Area - East Staffordshire	1.3	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Union Street - Former Comet, Burton Upon Trent Ubion Gateway, Burton Upon Trent Unglesey Business Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
BQ, Wellington Road, Burton Upon Trent larton Fields, Lichfield Road, Burton-on-trent iranston	5.6 0.1 0.0	1.2 0.0 0.0	0.9 0.0 0.0	0.4 0.0 0.0	0.5 0.0 0.0	0.9 0.0 0.0	1.4 0.0 0.0	0.1 0.0 0.0	0.2 0.0 0.0
ranston Square, Burton Upon Trent lurton Place Shopping, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton Shopping Park, Burton Upon Trent Burton Upon Trent Byrkley Garden Centre, Burton-on-trent	0.0 0.4 0.0	0.0 0.0 0.0	0.0 0.1 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.2 0.0	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Centrum East Retail Parik, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0
Middleway Retail & Leisure Park, Burton Upon Trent Ther, East Staffordshire Frendly Reches Park, Factors &venue, Burton-on-Treet	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
R Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent	0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.1 0.0 0.0	0.0 0.0	0.0
The Octagon Shopping Centre, Burton Upon Trent Ittoxiter Wellington Road Retail Park, Burton Upon Trent	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0
Wellington Road, Burton Upon Trent Mickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire)	0.0 0.7 7.1	0.0 0.1 1.3	0.0 0.1 1.1	0.0 0.0 0.4	0.0 0.1 0.6	0.0 0.0 1.1	0.0 0.4 2.1	0.0 0.0 0.1	0.0 0.0 0.3
Dutside Study Area - Leicester									
Sub Total (Leicester)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lichfield Lichfield Rugeley	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0
henstone Sub Total (Lichfield)	0.0	0.0	0.0	0.0	0.0	8.0	0.0	0.0	0.0
Outside Study Area - North West Leicestershire LW Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coalville Tropston Drive, Coalville Instruk	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0
Gerobe Heastham Gorris HI	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0
ither, North West Leicestershire taunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zou unnyside Garden Centre, Leicester Road, Ibstock	0.0	0.0 0.0 0.0	0.0	0.0	0.0	89	0.0	0.0	0.0
hmysiae Garden Centre, Lockster Nasa, Islatick he Belvoir Shopping Centre, Coalville he Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Whitwick Retail Park, Coalville	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
iub Total (North West Leicestershire) Jutside Study Area - Nottingham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
lottingham Sub Total (Nottingham)	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dutside Study Area - Other Belper Sast Midlands Designer Outlet, Mansfield Road, South Normanton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ast Midlands Designer Outlet, Mansfield Road, South Normanton lithrook Shopping Park, Nottingham Wher, East Midlands Wher, East of England	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Ither, North East ther, North West ther, South East and London ther, South West	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0
When, you was the common of th	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0
Allites at Tallimorti, Woodalitis Partit, Trilliey Road, Pressey 2 Helier, Jersey Wyevale Garden Centre, Ashby Road, Stapleton, Leicester iub Total (Other)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - South Derbyshire Hiton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby Sub Total (South Derbyshire)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Dutrido Chudu Aron - Tamuroth									
armworth alternative Study Net - Immorth alternative Shopping Centre, Tamworth lentura Retail Park, Tamworth lub Total (Tamworth)	0.1 0.0 0.2 0.3	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.2 0.2	0.0 0.0 0.0
Outside Study Area - Walsall									
Naisall Sub Total (Walsall)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Normad Sub Total (Other)	0.1 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (OUTSIDE STUDY AREA)	9.0	1.3	1.1	0.5	1.7	1.2	2.2	0.4	0.5

TABLE 23: SHOPPING PATTERNS (GARDENING GOODS)

	TOTAL GARDEN	ZONE A GARDEN	ZONE B GARDEN	ZONE C GARDEN	ZONE D GARDEN	ZONE E GARDEN	ZONE F GARDEN	ZONE G GARDEN	ZONE H GARDEN
DESTINATION	GARDEN (%)	GARDEN (%)	GARDEN (%)	GARDEN (%)	GARDEN (%)	GARDEN (%)	GARDEN (%)	GARDEN (%)	GARDEN (%)
WITHIN STUDY AREA Zone A - SOUTH DERBYSHIRE	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Blooming Marvels Garden Centre, Meadow Lane, Newhall Garden King Garden Market, Park Road, Swadlincote Yewhall Local Centre	12.6 1.5	25.6 4.5	27.0 0.5	9.9 3.1	0.0	21.5 3.5	3.6 0.0	17.3 1.0	1.7 1.3
Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	0.5 14.8	1.0 31.0	0.8 28.3	0.0 14.0	1.3 1.3	1.0 26.0	0.0 3.6	0.0 18.3	0.0 3.0
Zone B - SOUTH DERBYSHIRE Castle Gresley Church Gresley Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Coppice Side, Swadlincote Sainsbury's, Civic Way, Swadlincote Swadlincote	1.0 0.0 11.7	1.2 0.0 25.1	1.7 0.0 22.1	2.2 0.0 24.3	1.4 0.0 1.3	2.2 0.0 16.3	0.0 0.0 1.5	0.0 0.0 5.3	0.0 0.0 3.6
The Pipeworks, Swadlincote Sub Total (Zone B)	2.1 14.8	1.2 27.6	7.1 30.9	2.6 29.1	1.3 4.1	2.7 21.2	0.0 1.5	0.0 5.3	1.8 5.4
Zone C - SOUTH DERBYSHIRE Masseys, Swadlincote Road, Woodville Woodville Local Centre	0.8	0.0	1.6 3.4	4.3 7.8	0.0	0.0 1.3	0.0	1.2 3.3	1.0
Sub Total (Zone C) Zone D - SOUTH DERBYSHIRE	2.5	0.0	5.0	12.1	1.3	1.3	0.0	4.5	1.7
Bluebell Arboretum and Nursery, Annwell Lane, Smisby Bretby Findern	0.1 0.1 0.6	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.1 0.0	0.0 0.0 4.5	0.0 0.0 0.0	0.0 0.0 0.0	1.0 0.0 0.0	0.0 0.0 0.0
Melbourne Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent Millington	1.0 12.1 0.0	0.0 12.8	0.0 8.3 0.0	0.0 16.5 0.0	1.1 13.0	0.0 2.9 0.0	0.0 15.7	0.9 8.5 0.0	5.5 14.4
Myevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	2.2 16.0	0.0 12.8	1.4 9.7	0.0 17.6	9.1 27.8	0.0 2.9	3.8 19.5	0.0 10.4	0.0 19.9
Zone E - SOUTH DERBYSHIRE Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote Linton	1.3	0.0	0.9	0.0	0.0	9.2 1.2	2.3	0.0	0.0
Verterseal Verseal Rollston	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 2.8	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Zone E)	1.7	0.0	0.9	0.0	0.0	13.2	2.3	0.0	0.0
Zone F - EAST STAFFORDSHIRE Stapenhill Minshill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone F) Zone G - NORTH WEST LEICESTERSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Slackfordby Moira Sub Total (Zone G)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Zone H - NORTH WEST LEICESTERSHIRE Ashby-de-la-Zouch	1.3	0.0	0.0	1.1	0.0	0.0	0.0	4.0	6.8
Nottingham Road Retail Park, Ashby-de-la-zouch Fesco, Resolution Road, Ashby-de-la-Zouch Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	0.0 0.3 2.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.2 0.0	0.0 1.3 3.7	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.8 12.0	0.0 0.0 5.0
Sub Total (Zone H) SUB TOTAL (STUDY AREA)	3.7 53.5	0.0 71.4	0.0 74.8	2.3	5.0	0.0	0.0	16.8	11.8
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	49.8	71.4	74.8	72.8	34.5	64.5	26.9	38.6	30.0
DUTSIDE STUDY AREA									
Outside Study Area - Birmingham Birmingham Sub Total(Birmingham)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dutside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
rosse Park Snopping Centre, Posse Park Avenue, Leicester Sub Total (Blaby) Dutside Study Area - Charnwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Judiciae scudy Area - Charmwood 38Q, Jubilee Drive, Belton Road, Loughborough Joughborough Joher, Charmwood	1.0 0.1 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.9 0.0 0.0	6.8 0.9 1.2
Sub Total (Charnwood)	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.9	8.8
Dutside Study Area - Derby Allenton Allestree	0.2	0.0	0.0	0.0	1.4 0.0	0.0	0.0	0.0 6.4	0.0
Alvaston Ascot Drive, Derby Asda, Sinfin District Centre, Arleston Lane, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
38.Q, Osmaston Park Road, Derby 3oulton Moor Derby	0.9 0.0 1.1	1.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	5.5 0.0 8.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Derby Retail Park, Derby Homebase, Kingsway, Derby Kingsway Retail Park, Derby	0.0 1.2 0.2	0.0 0.0 0.0	0.0 0.6 0.0	0.0 0.0 0.0	0.0 6.6 1.5	0.0 0.0 0.0	0.0 1.3 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Mickleover Osmaston Park, Derby Other, Derby City	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Pride Park, Derby Sinfin Sinfin Shopping Centre, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wyvern Retail Park, Derby Wyvern Way - Boots / Toys R Us, Derby Sub Total (Derby)	0.0 0.0 4.1	0.0 0.0 1.1	0.0 0.0 0.6	0.0 0.0 0.0	0.0 0.0 23.3	0.0 0.0 0.0	0.0 0.0 1.3	0.0 0.0 6.4	0.0 0.0
Outside Study Area - East Staffordshire 2 Union Street - Former Comet. Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albion Gateway, Burton Upon Trent Anglesey Business Park, Burton Upon Trent 38Q, Wellington Road, Burton Upon Trent	0.0 0.0 16.0	0.0 0.0 22.9	0.0 0.0 18.0	0.0 0.0 15.0	0.0 0.0 6.4	0.0 0.0 9.3	0.0 0.0 28.2	0.0 0.0 4.7	0.0 0.0 8.6
Sarton Fields, Lichfield Road, Burton-on-trent Granston Granston Square, Burton Upon Trent	0.2 0.0 0.0	0.0 0.0 0.0	0.6 0.0 0.0	0.0 0.0 0.0	0.0	1.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Burton Place Shopping, Burton Upon Trent Burton Shopping Park, Burton Upon Trent	0.0 0.0 0.0 6.7	0.0 0.0 0.0 3.2	0.0	0.0 0.0 0.0 2.3	0.0 0.0 0.0 2.5	0.0 0.0 0.0 20.7	0.0 0.0 0.0 17.2	0.0 0.0 0.0	0.0 0.0 0.0 1.5
Burton Upon Trent Byrkley Garden Centre, Burton-on-trent Centrum East Retail Park, Burton Upon Trent	2.8 0.0	0.0	2.4 2.0 0.0	1.1 0.0	2.6 0.0	0.0	9.3 0.0	0.8	1.0 0.0
Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent Eton Park	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Horninglow Lichfield Street - Blockbuster , Burton Upon Trent Middleway Retail & Leisure Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Fesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent Uttoxiter	0.0 0.2 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.0 1.0	0.0 0.0 0.0	0.0 0.0 0.0
Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent Mickes, Wellington Road, Burton Upon Trent	0.4 1.3 1.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.9 6.7 5.8	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (East Staffordshire) Outside Study Area - Leicester	28.8	26.1	23.1	18.4	11.5	31.1	71.1	5.5	11.1
eicester Sub Total (Leicester)	0.1 0.1	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.8 0.8
Dutside Study Area - Lichfield Lichfield Rugeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shenstone Sub Total (Lichfield)	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0
Dutside Study Area - North West Leicestershire N.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington	1.1	0.0	0.0	0.0	0.0	0.0	0.0	2.9 0.0	6.7 0.0
assie boringion Capivlle Caropston Drive, Coalville Ibstock	0.0 0.2 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.5 0.0 1.0
usucok Measham Vorris Hil Other, North West Leicestershire	1.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	1.1 0.0 0.0	0.0 0.0 0.0	1.0 0.0 0.0	0.0 0.0 0.0	3.5 0.0 1.0	4.2 0.0 1.7
Jouer, North West Leticostersine Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zo Sunnyside Garden Centre, Leicester Road, Tibstock The Bekoir Shopping Centre, Coalville	0.3 0.3 0.2	1.3 0.0 0.0	1.5 0.0 0.0	0.0 0.0 0.0	2.8 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	7.3 1.7 0.0	1.7 4.3 1.4 1.3
The Servior Snopping Centre, Coaville The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Whitwick Retail Park, Coalville Sub Total (North West Leicestershire)	1.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.8 0.0	6.7 0.0
Outside Study Area - Nottingham	6.1	1.3	1.5	1.1	2.8	1.0	0.0	17.2	28.7
Vottingham Sub Total (Nottingham)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dutside Study Area - Other Belper East Midlands Designer Outlet, Mansfield Road, South Normanton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Giltbrook Shopping Park, Nottingham Other, East Midlands Other, East of England	0.0 0.4 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.1 0.0	0.0 0.8 0.0	0.0 1.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.0 0.0
Other, North East Other, North West Other, South East and London	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, South West Other, West Midlands Other, Yorkshire and Humber	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 3.0 0.0	0.0 0.0 0.0
Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley St Helier, Jersey Wyevale Garden Centre, Ashby Road, Stapleton, Leicester	0.3 0.0 1.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.3 0.0 0.0	0.0 0.0 0.0	0.8 0.0 3.9	0.7 0.0 5.3
Sub Total (Other) Outside Study Area - South Derbyshire	1.9	0.0	0.0	1.1	0.8	2.3	0.0	7.6	7.0
Dutside Study Area - South Derbyshire Hilton Local Centre Dther, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby	0.1 0.1 3.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.2 0.0	0.8 0.0 21.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.7
Sub Total (South Derbyshire) Dutside Study Area - Tamworth	3.2	0.0	0.0	1.2	21.3 22.1	0.0	0.0	0.0	0.7
Ankerside Shopping Centre, Tamworth Ventura Retail Park, Tamworth	0.3 0.0 0.8	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 3.1	0.0 0.0 0.0	0.0 0.0 1.1	0.8 0.0 0.0	0.0 0.0 7.0	1.2 0.0 0.0
Sub Total (Tamworth) Dutside Study Area - Walsall	1.1	0.0	0.0	3.1	0.0	1.1	0.8	7.0	1.2
	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waisali Sub Total (Waisali)									
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

WYG PLANNING & ENVIRONMENT
APPENDIX 5 - SWADLINCOTE RETAIL & LEISURE STUDY
TABLE 24: SHOPPING EXPENDITURE RETENTION (GARDENING GOODS) (2015)

TABLE 24: SHOPPING EXPENDITURE RETENTION (G		ZONE A GARDEN	ZONE B	ZONE C	ZONE D	ZONE E	ZONE F	ZONE G GARDEN	ZONE H GARDEN
DESTINATION	TOTAL GARDEN (£m)	GARDEN (£m)	ZONE B GARDEN (£m)	ZONE C GARDEN (£m)	ZONE D GARDEN (£m)	ZONE E GARDEN (£m)	ZONE F GARDEN (£m)	GARDEN (£m)	GARDEN (£m)
WITHIN STUDY AREA Zone A - South Derbyshire									
Blooming Marvels Garden Centre, Meadow Lane, Newhall Garden King Garden Market, Park Road, Swadlincote Newhall Local Centre	0.0 0.7 0.1	0.0 0.2 0.0	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.1 0.0	0.0 0.0 0.0
Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	0.0 0.8	0.0 0.2	0.0 0.2	0.0 0.1	0.0	0.0 0.2	0.0	0.0 0.1	0.0
Zone B - SOUTH DERBYSHIRE Castle Gresley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Gresley Local Centre Morrisons, Coppice Side, Swadlincote Sainsbury's, Civic Way, Swadlincote	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Swadlincote The Pipeworks, Swadlincote	0.7 0.1	0.2	0.2 0.1	0.1	0.0	0.1 0.0	0.0	0.0	0.0
Sub Total (Zone B) Zone C - SOUTH DERBYSHIRE	0.8	0.2	0.2	0.1	0.0	0.1	0.0	0.0	0.0
Masseys, Swadlincote Road, Woodville Woodville Local Centre Sub Total (Zone C)	0.0 0.1 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone D - SOUTH DERBYSHIRE									
Bluebell Arboretum and Nursery, Annwell Lane, Smisby Bretby Findern	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Melbourne Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent Willington	0.1 0.7 0.0	0.0 0.1 0.0	0.0 0.1 0.0	0.0 0.1 0.0	0.0 0.2 0.0	0.0 0.0 0.0	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.1 0.0
Wyevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	0.2 1.0	0.0 0.1	0.0 0.1	0.0	0.1 0.3	0.0	0.0 0.2	0.0	0.0 0.1
Zone E - SOUTH DERBYSHIRE Chapmans Nurseries, The Nurseries, Burton Road, Swadincote	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Linton Netherseal Overseal	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Rollston Sub Total (Zone E)	0.0 0.1	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.1	0.0	0.0 0.0	0.0 0.0
Zone F - EAST STAFFORDSHIRE Stapenhill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winshill Sub Total (Zone F)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE Blackfordby Moira	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone G)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone H - NORTH WEST LEICESTERSHIRE Achby-de-la-Zouch Nottingham Road Retail Park, Ashby-de-la-zouch	0.1 0.0 0.0	0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.1 0.0 0.0
Tesco, Resolution Road, Ashby-de-la-Zouch Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	0.0 0.1 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.1
Sub Total (Zone H) TOTAL (WITHIN STUDY AREA)	3.1	0.5	0.6	0.4	0.5	0.5	0.2	0.2	0.3
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	2.9	0.5	0.6	0.3	0.4	0.5	0.2	0.2	0.2
OUTSIDE STUDY AREA									
Outside Study Area - Birmingham Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Birmingham) Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue, Leicester			0.0			0.0			
Sub Total (Biaby)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Charnwood B&Q, Jubilee Drive, Belton Road, Loughborough Loughborough	0.1 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1 0.0
coognitorough Other, Charmwood Sub Total (Charnwood)	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0 0.1
Outside Study Area - Derby Allenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Allestree Mixaston Ascot Drive, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Asda, Sinfin District Centre, Arleston Lane, Derby B&Q, Osmaston Park Road, Derby	0.0 0.1	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0
Boulton Moor Derby Retail Park Derby	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Homebase, Kingsway, Derby Kingsway Retail Park, Derby Mickleover	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Osmaston Park, Derby Other, Derby City	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0	0.0 0.0 0.0
Pride Park, Derby Sinfin Sinfin Shopping Centre, Derby Wyvern Retail Park, Derby	0.0 0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wyvern Retail Park, Derby Wyvern Way - Boots / Toys R Us, Derby Sub Total (Derby)	0.0 0.0 0.3	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - East Staffordshire								0.0	
2 Union Street - Former Comet, Burton Upon Trent Albion Gateway, Burton Upon Trent Anglesey Business Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
88Q, Wellington Road, Burton Upon Trent Barton Fields, Lichfield Road, Burton-on-trent Branston	0.8 0.0 0.0	0.2 0.0 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.2 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0
Branston Square, Burton Upon Trent Burton Place Shopping, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton Shopping Park, Burton Upon Trent Burton Upon Trent Byrkley Garden Centre, Burton-on-trent	0.0 0.4 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.1 0.0	0.0 0.1 0.1	0.0 0.0 0.0	0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DPS, Tamworth Road, Burton-on-Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Eton Park Horninglow Lichfield Street - Blockbuster , Burton Upon Trent	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0
Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
The Octagon Shopping Centre, Burton Upon Trent Uttoxiter Wellington Road Retail Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wellington Road, Burton Upon Trent Wickes, Wellington Road, Burton Upon Trent	0.1 0.1	0.0	0.0	0.0	0.0	0.0	0.1 0.1	0.0	0.0
Sub Total (East Staffordshire) Outside Study Area - Leicester	1.5	0.2	0.2	0.1	0.1	0.2	0.6	0.0	0.1
Leicester Sub Total (Leicester)	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lichfield Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Shenstone Sub Total (Lichfield)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - North West Leicestershire A.W Bessley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Dorington	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Castle Donington Coalville Cropston Drive, Coalville	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
listock Measham Norris HI	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Noms + III. Other, North West Leicestershire Staunton Hareld Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zou Sunnyside Garden Centre, Leicester Road, Ibstock	0.0 0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sunnyside Garden Centre, Leicester Road, İbstock The Belvoir Shopping Centre, Coalville The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Whibwick Retail Park, Coalville	0.0 0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Whitwick Retail Park, Coalville Sub Total (North West Leicestershire)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.1	0.0 0.2
Outside Study Area - Nottingham Nottingham Sub Total (Nottingham)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									0.0
Belger East Midlands Designer Outlet, Mansfield Road, South Normanton Giltbrook Shopping Park, Nottingham	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, East Midlands Other, East of England Other, North East	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Other, North West Other, South East and London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South West Other, West Midlands Other, Yorkshire and Humber	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley St Heller, Jersey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0
Wyevale Garden Centre, Ashby Road, Stapleton, Leicester Sub Total (Other)	0.1 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.1
Outside Study Area - South Derbyshire Hilton Local Centre Other South Derbyshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby Sub Total (South Derbyshire)	0.0 0.3 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.3 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - Tamworth	0.0	0.0	0.0	0.0	0.0		0.0		0.0
Tamworth Ankerside Shopping Centre, Tamworth Ventura Retail Park, Tamworth Sub Total (Tamworth)	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - Walsall	0.1		0.0		0.0			0.0	0.0
Watsali Sub Total (Walsali)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Abroad Sub Total (Other)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL (OUTSIDE STUDY AREA)	2.7	0.2	0.2	0.1	0.7	0.3	0.6	0.2	0.4
TOTAL	5.9	0.7	0.8	0.5	1.2	0.7	0.9	0.4	0.7
Notes: a. Wards as set out in Table 1									

APPENDIX 5 - SWADLINCOTE RETAIL & LEISURE STUDY TABLE 25: SHOPPING PATTERNS (FURNITURE GOO	DS) (2015)								
DESTINATION	TOTAL FURNITURE (%)	ZONE A FURNITURE (%)	ZONE B FURNITURE (%)	ZONE C FURNITURE (%)	ZONE D FURNITURE (%)	ZONE E FURNITURE (%)	ZONE F FURNITURE (%)	ZONE G FURNITURE (%)	ZONE H FURNITURE (%)
WITHIN STUDY AREA									
Zone A - SOUTH DERBYSHIRE Blooming Marvels Garden Centre, Meadow Lane, Newhall Garden King Garden Market, Park Road, Swadlincote	0.0	0.0	0.0	0.0	0.0 0.0 0.0	0.0	0.0	0.0 0.0 7.9	0.0 0.0 1.7
Newhall Local Centre Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	5.1 0.0 5.1	24.5 0.0 24.5	2.1 0.0 2.1	3.9 0.0 3.9	0.0 0.0 0.0	3.2 0.0 3.2	0.0 0.0 0.0	7.9 0.0 7.9	0.0 1.7
Zone B - SOUTH DERBYSHIRE Castle Gresley Church Gresley Local Centre	5.2 4.8	3.7 5.3	7.7 2.9	10.8 6.6	3.2 1.6	1.7 17.1	4.8 3.5	4.9 9.0	3.8 0.0
Morrisons, Coppice Side, Swadlincote Sainsburys, Civic Way, Swadlincote Swadlincote Swadlincote	0.0 0.0 16.0	0.0 0.0 20.7	0.0 0.0 31.4	0.0 0.0 32.3	0.0 0.0 4.4	0.0 0.0 17.4	0.0 0.0 4.9	0.0 0.0 14.8	0.0 0.0 5.9
The Pipeworks, Swadlincote Sub Total (Zone B)	0.4 26.4	0.0	0.0 42.1	1.5 51.1	0.0 9.2	0.0 36.2	0.0 13.2	1.0 29.8	1.2
Zone C - SOUTH DERBYSHIRE Masseys, Swadlincote Road, Woodville Woodville Local Centre	0.0 0.5	0.0	0.0	0.0 1.1	0.0	0.0	0.0	0.0 1.1	0.0 1.4
Sub Total (Zone C) Zone D - SOUTH DERBYSHIRE	0.5	0.0	0.8	1.1	0.0	0.0	0.0	1.1	1.4
Bluebell Arboretum and Nursery, Annwell Lane, Smisby Bretby Findern	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Melbourne Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent Willington	1.2 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	9.5 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wyevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	0.1 1.4	0.0	0.7 0.7	0.0	0.0 9.5	0.0	0.0	0.0	0.0
Zone E - SOUTH DERBYSHIRE Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote Linton	0.0	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Netherseal Overseal Roliston Sub Total (Zone E)	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Zone F - EAST STAFFORDSHIRE Stanenhill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winshill Sub Total (Zone F)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE Blackfordby Moira	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Zone H - NORTH WEST LEICESTERSHIRE	0.5	0.0	0.0	0.0	0.0	0.0	0.0	3.4	1.8
Ashby-de-la-Zouch Nottingham Road Retail Park, Ashby-de-la-zouch Tesco, Resolution Road, Ashby-de-la-Zouch	6.5 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	2.1 0.0 0.0	1.7 0.0 0.0	0.0 0.0 0.0	1.7 0.0 0.0	45.5 1.0 0.0
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch Sub Total (Zone H)	0.5 7.1	0.0	2.3 2.3	0.0	0.0 2.1	1.5 3.1	0.0	0.0 1.7	0.0 46.5
SUB TOTAL (STUDY AREA) TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	41.0 33.3	54.2 54.2	48.0 45.6	56.1 56.1	20.8 18.7	42.5 39.3	13.2	43.8 38.7	62.3 14.0
OUTSIDE STUDY AREA									
Outside Study Area - Birmingham Birmingham	1.2	0.0	0.0	3.2	0.0	0.0	1.5	7.4	0.0
Sub Total (Birmingham) Outside Study Area - Blaby Force Dayl Spension Costs. Force Dayl Avenue Leicestor	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.2
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Sub Total (Blaby)	0.4	0.0	0.8	0.0	0.0	0.0	0.0	1.0 1.0	1.2
Outside Study Area - Charnwood BRQ, Jubilee Drive, Belton Road, Loughborough Loughborough Other, Charnwood	0.0 0.4 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 1.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 2.3 0.0	0.0 1.8 0.0
Sub Total (Charmwood) Outside Study Area - Derby	0.6	0.0	0.0	1.5	0.0	0.0	0.0	2.3	1.8
Allestron Alvastron	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Ascot Drive, Derby Asda, Sinfin District Centre, Arleston Lane, Derby B&Q, Osmaston Park Road, Derby	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.5 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Decty Carlos Rose Derby Derby Retail Park, Derby	0.0 0.0 3.5 0.0	0.0 2.1 0.0	0.0 0.7 0.0	0.0 0.0 0.0	0.0 15.9 0.0	0.0 5.8 0.0	0.0 0.0 2.8 0.0	0.0 0.9 0.0	0.0 0.0 0.0
Homebase, Kingsway, Derby Kingsway Retail Park, Derby Mickleover	0.1 1.7 0.6	0.0 0.0 0.0	0.0 0.8 0.0	0.0 0.0 0.0	1.1 9.3 4.3	0.0 1.7 0.0	0.0 1.5 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Osmaston Park, Derby Other, Derby City Pride Park, Derby	0.4 0.0 0.3	0.0 0.0 2.0	2.5 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sinfin Sinfin Shopping Centre, Derby Wyvern Retail Park, Derby	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wyvern Way - Boots / Toys R Us, Derby Sub Total (Derby)	0.0 6.7	0.0 4.2	0.0 4.0	0.0	0.0 30.6	0.0 9.0	0.0 4.3	0.0	0.0
Outside Study Area - East Staffordshire 2 Union Street - Former Comet, Burton Upon Trent Albion Gateway, Burton Upon Trent	0.5	0.0	0.9	3.2 0.0	0.0	0.0	0.0	0.0	0.0
Anglesey Business Park, Burton Upon Trent B&Q, Wellington Road, Burton Upon Trent Barton Fields, Lichfield Road, Burton-on-trent	0.6 2.9 0.0	0.0 0.0 0.0	0.0 2.5 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.5 0.0	3.2 12.4 0.0	0.0 0.0 0.0	0.0 1.4 0.0
Branston Branston Square, Burton Upon Trent Burton Place Shopping, Burton Upon Trent	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 1.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Burton Shopping Park, Burton Upon Trent Burton Upon Trent Byrkley Garden Centre, Burton-on-trent	0.0 14.3 0.0	0.0 25.7 0.0	0.0 9.6 0.0	0.0 8.8 0.0	0.0 11.8 0.0	0.0 12.4 0.0	0.0 28.7 0.0	0.0 10.6 0.0	0.0 0.0 0.0
Centrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent	2.6 0.1 2.7	2.1 0.0 0.0	5.4 0.0 5.6	1.5 0.0 1.5	0.0 0.0 0.0	3.8 0.0 7.3	5.2 0.0 6.3	0.9 0.0 0.0	0.0 1.0 0.0
Eton Park Horninglow Uichfield Street - Blockbuster , Burton Upon Trent	0.0 0.3 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.6 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Middleway Retail & Leisure Park, Burton Upon Trent Other, East Staffordshire Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
St Peters Retail Park, Burton Upon Trent Tesco, St Peters Bridge, Burton-on-Trent The Octagon Shopping Centre, Burton Upon Trent	0.3 0.0 0.4	0.0 0.0 0.0	0.0 0.0 1.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	1.7 0.0 1.2	0.0 0.0 0.0	0.0 0.0 0.0
Uttoxiter Wellington Road Retail Park, Burton Upon Trent Wellington Road, Burton Upon Trent	0.0 3.2 0.5	0.0 2.1 1.8	0.0 0.9 0.0	0.0 2.9 0.0	0.0 0.0 1.9	0.0 0.0 0.0	0.0 14.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Wickes, Wellington Road, Burton Upon Trent Sub Total (East Staffordshire)	0.2 28.7	0.0 31.8	0.0 26.1	0.0 17.8	0.0 13.6	0.0 26.5	1.2 75.6	0.0 11.5	0.0 2.4
Outside Study Area - Leicester Leicester Sub Total (Leicester)	0.8 0.8	0.0	0.0	0.0	3.1 3.1	1.7 1.7	0.0	0.0	2.4 2.4
Outside Study Area - Lichfield Lichfield	0.6	0.0	0.0	0.0	0.0	7.8	0.0	0.0	0.0
Rugeley Shenstone Sub Total (Lichfield)	0.0 0.0 0.6	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 7.8	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - North West Leicestershire A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Carlia Doninotro	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Donington Coalville Cropston Drive, Coalville	0.4 1.3 0.0	2.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0	7.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.9 0.0	0.0 1.7 0.0
Ibstock Measham Norris Hil Other, North West Leicestershire	0.0 3.5 0.1 0.0	0.0 1.8 0.0 0.0	0.0 2.8 0.0	0.0 6.4 0.0 0.0	0.0 0.0 0.0 0.0	0.0 5.3 0.0 0.0	0.0 4.3 0.0 0.0	0.0 10.6 0.9 0.0	0.0 0.0 0.0 0.0
Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zo Sunnyside Garden Centre, Leicester Road, Ibstock	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0
The Belvoir Shopping Centre, Coalville The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Whitwick Retail Park, Coalville Sub Total (North West Leicestershire)	0.0 0.0 0.0 5.3	0.0 0.0 0.0 4.0	0.0 0.0 0.0 2.8	0.0 0.0 0.0 7.6	0.0 0.0 0.0 7.1	0.0 0.0 0.0 5.3	0.0 0.0 0.0 4.3	0.0 0.0 0.0 13.4	0.0 0.0 0.0
Sub Total (North West Leicestershire) Outside Study Area - Nottingham Nottingham	3.0	0.0	4.2	3.2	7.1	0.0	0.0	13.4	3.3
Nottingnam Sub Total (Nottingham) Outside Study Area - Other	3.0	0.0	4.2	3.2	11.3	0.0	0.0	1.1	3.3
Outside Study Area - Other Belper East Midlands Designer Outlet, Mansfield Road, South Normanton Giltbrook Shopping Park, Nottingham	0.0 0.0 2.3	0.0 0.0 2.1	0.0 0.0 2.4	0.0 0.0 4.5	0.0 0.0 6.2	0.0 0.0 3.9	0.0 0.0 0.0	0.0 0.0 0.8	0.0 0.0 0.0
Other, East Midlands Other, Fast of England Other, North East	1.1 0.0 0.0	2.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	4.4 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	2.5 0.0 0.0	0.0 0.0 0.0
Other, North West Other, South East and London Other, South West	0.0 0.1 0.3	0.0 0.0 0.0	0.0 0.0 1.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.0 0.0	0.0 0.0 1.0
Other, West Midlands Other, Yorkshire and Humber Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley	1.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	3.0 0.0 0.0	1.7 0.0 0.0	0.0 0.0 0.0	6.6 0.0 0.0	0.0 0.0 0.0
St. Helier, Jersey Wyevale Garden Centre, Ashby Road, Stapleton, Leicester Sub Total (Other)	0.0 0.0 4.9	0.0 0.0 4.2	0.0 0.0 3.5	0.0 0.0 4.5	0.0 0.0 13.6	0.0 0.0 5.6	0.0 0.0 0.0	0.0 0.0 10.9	0.0 0.0 1.0
Outside Study Area - South Derbyshire Hilton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South Derbyshire Swarkestone Nursery, Lowes Lane, Derby Sub Total (South Derbyshire)	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - Tamworth Tamworth	1.8	0.0	0.0	0.0	0.0	1.7	1.2	0.9	11.0
Ankerside Shopping Centre, Tamworth Ventura Retail Park, Tamworth Sub Total (Tamworth)	0.2 4.6 6.6	0.0 1.6 1.6	0.0 10.7 10.7	1.5 3.2 4.7	0.0 0.0 0.0	0.0 0.0 1.7	0.0 0.0 1.2	0.0 6.7 7.6	0.0 12.8 23.8
Outside Study Area - Walsall Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Viduosi Sub Total (Walsail) Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad Sub Total (Other)	0.1 0.1 0.3	0.0 0.0 0.0	0.0 0.0 0.0	1.3 1.3 2.6	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
SUB TOTAL (OUTSIDE STUDY AREA) TOTAL	59.0	45.8 100.0	52.0 100.0	43.9	79.2	57.5 100.0	86.8	56.2	37.7 100.0
	1000	10000	10,010	10000	1,000,0	10000	00.0	1000	- 000

Notes:

a. Works so set od in Table 1.

b. Population figures taken from Experion G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2030 to cover future plan period.

b. Market shares derived directly from Swadincote Household Survey (July 2015) taken from Q12 (weighted and filtered).

c. Excludes 'don't know, varies/internet'.

TABLE 26: SHOPPING EXPENDITURE RETENTION (TOTAL	ZONE A FURNITURE	ZONE B	ZONE C	ZONE D	ZONE E	ZONE F	ZONE G	ZONE H
DESTINATION WITHIN STUDY AREA	FURNITURE (£m)	(£m)	FURNITURE (£m)	FURNITURE (£m)	FURNITURE (£m)	FURNITURE (£m)	FURNITURE (£m)	FURNITURE (£m)	FURNITURE (£m)
Zone A - SOUTH DERBYSHIRE Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sarden King Garden Market, Park Road, Swadincote Vewhall Local Centre	0.0 1.6	0.0	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0 0.1
Stanton Nurseries, Woodland Road, Burton-on-trent Sub Total (Zone A)	0.0 1.6	0.0 1.1	0.0 0.1	0.0 0.1	0.0	0.0 0.1	0.0	0.0 0.2	0.0 0.1
Cone B - SOUTH DERBYSHIRE Castle Gresley	1.6 1.6	0.2	0.3 0.1	0.3	0.2	0.1	0.3 0.2	0.1 0.2	0.2
Drurch Gresley Local Centre Aorrisons, Coppice Side, Swadlincote Jainsbury's, Civic Way, Swadlincote	0.0 0.0	0.2 0.0 0.0	0.0	0.0 0.0	0.1 0.0 0.0	0.0	0.0	0.0 0.0	0.0
ivadincote The Pipeworks, Swadincote Sub Total (Zone B)	4.8 0.1 8.1	0.9 0.0 1.3	1.4 0.0 1.8	0.9 0.0 1.4	0.3 0.0 0.5	0.6 0.0 1.2	0.3 0.0 0.8	0.3 0.0 0.6	0.2 0.1 0.4
Zone C - SOUTH DERBYSHIRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
fasseys, Swadincote Road, Woodville Woodville Local Centre Sub Total (Zone C)	0.0 0.1 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.1 0.1
Zone D - SOUTH DERBYSHIRE Sluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sretby Indem	0.0 0.0 0.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent Willington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nyevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	0.0 0.6	0.0	0.0	0.0	0.0 0.5	0.0	0.0	0.0	0.0
Zone E - SOUTH DERBYSHIRE Thapmans Nurseries, The Nurseries, Burton Road, Swadlincote linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
inton (letherseal ()verseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
toliston Sub Total (Zone E)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone F - EAST STAFFORDSHIRE stapenhill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wishill Sub Total (Zone F)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE Blackfordby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Notra Sub Total (Zone G)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.1	0.1 0.1
Zone H - NORTH WEST LEICESTERSHIRE Ishby-de-la-Zouch Iottingham Road Retail Park, Ashby-de-la-zouch	2.1	0.0	0.0	0.0	0.1 0.0	0.1	0.0	0.0	1.9 0.0
'esco, Resolution Road, Ashby-de-la-Zouch Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zou	0.0 0.0 0.2	0.0	0.0	0.0	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0
Sub Total (Zone H) TOTAL (WITHIN STUDY AREA)	2.3	2.4	0.1	0.0	0.1	0.1	0.0	0.0	1.9
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	10.4	2.4	2.0	1.5	1.1	1.3	0.8	0.8	0.6
DUTSIDE STUDY AREA									
Dutside Study Area - Birmingham Birmingham	0.3	0.0	0.0	0.1	0.0	0.0	0.1	0.2	90
Sub Total (Birmingham)	0.3	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.0
Outside Study Area - Blaby Fosse Park Shopping Centre, Fosse Park Avenue, Leicester Sub Total (Blaby)	0.1 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1 0.1
Outside Study Area - Charnwood 88Q, Jubilee Drive, Belton Road, Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
oughborough Other, Charnwood	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1 0.0
Sub Total (Charnwood) Outside Study Area - Derby	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wester Study Area - Derby Wester West	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Waston kscat Drive, Derby ksda, Sinfin District Centre, Arleston Lane, Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
88Q, Osmaston Park Road, Derby Soulton Moor	0.0	0.0 0.0 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.9	0.0 0.0 0.2	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0
Derby Derby Retail Park, Derby Iomebase, Kingsway, Derby	1.4 0.0 0.1	0.1 0.0 0.0	0.0	0.0 0.0 0.0	0.9 0.0 0.1	0.2 0.0 0.0	0.2 0.0 0.0	0.0	0.0 0.0
Gingsway Retail Park, Derby Hickleover	0.7 0.2 0.1	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.0	0.5 0.2 0.0	0.1 0.0 0.0	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Osmaston Park, Derby Other, Derby City Pride Park, Derby	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
infin infin Shopping Centre, Derby Wyvern Retail Park. Derby	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Sub Total (Derby)	0.0 2.7	0.0	0.0	0.0	0.0 1.8	0.0	0.0	0.0	0.0
Dutside Study Area - East Staffordshire ! Union Street - Former Comet, Burton Upon Trent	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Ubion Gateway, Burton Upon Trent Inglesey Business Park, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.2	0.0	0.0
B&Q, Wellington Road, Burton Upon Trent Sarton Fields, Lichfield Road, Burton-on-trent Sranston	0.0 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.8 0.0 0.0	0.0 0.0 0.0	0.1 0.0 0.0
Ranston Square, Burton Upon Trent Burton Place Shopping, Burton Upon Trent Burton Shopping Park, Burton Upon Trent	0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0	0.0	0.0 0.0 0.0	0.0	0.0	0.0
Surton Upon Trent Byrkley Garden Centre, Burton-on-trent	4.9 0.0 0.8	1.1 0.0	0.0 0.4 0.0	0.0 0.2 0.0 0.0	0.0 0.7 0.0	0.4	1.8	0.0 0.2 0.0 0.0	0.0 0.0 0.0
entrum East Retail Park, Burton Upon Trent Coopers Square Shopping Centre, Burton Upon Trent DFS, Tamworth Road, Burton-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.4	0.0 0.0 0.0	0.0
ton Park	0.9 0.0 0.1 0.0	0.0 0.0 0.0	0.2 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.2 0.0 0.0 0.0	0.4 0.0 0.1	0.0	0.0 0.0 0.0
Andrew Blockbuster , Burton Upon Trent Addleway Retall & Leisure Park, Burton Upon Trent Other, East Staffordshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0 0.0	0.0
crewfix, Beeches Park, Eastern Avenue, Burton-on-Trent it Peters Retail Park, Burton Upon Trent fesco, St Peters Bridge, Burton-on-Trent	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0
The Octagon Shopping Centre, Burton Upon Trent Uttoxiter	0.1 0.0	0.0	0.0	0.0	0.0	0.0 0.0 0.0	0.1 0.0	0.0	0.0 0.0 0.0
Vellington Road Retail Park, Burton Upon Trent Vellington Road, Burton Upon Trent Vickes, Wellington Road, Burton Upon Trent	1.1 0.2 0.1	0.1 0.1 0.0	0.0 0.0 0.0	0.1 0.0 0.0	0.0 0.1 0.0	0.0	0.9 0.0 0.1	0.0 0.0 0.0	0.0
Sub Total (East Staffordshire) Outside Study Area - Leicester	9.9	1.4	1.1	0.5	0.8	0.9	4.9	0.2	0.1
Justice Study Area - Leicester electester Sub Total (Leicester)	0.3	0.0	0.0	0.0	0.2	0.1 0.1	0.0	0.0	0.1 0.1
Outside Study Area - Lichfield Lichfield	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Suppley Shenstone Sub Total (Lichfield)	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
Outside Study Area - North West Leicestershire									
LW Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville Castle Donington Coalville	0.0 0.1 0.5	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.4	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1
Tropston Drive, Coalville bistock Measham	0.0 0.0 1.0	0.0 0.0 0.1	0.0 0.0 0.1	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.2	0.0 0.0 0.3	0.0 0.0 0.2	0.0 0.0 0.0
lorris HII Rher. North West Leicestershire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
taunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la- unnyside Garden Centre, Leicester Road, Ibstock he Belyoir Shopping Centre. Coslylie	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
he Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote Vhitwick Retail Park, Coalville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (North West Leicestershire)	1./	0.2	0.1	0.2	0.4	0.2	0.3	0.3	0.1
vocance stody area - nottingnam	1.1 1.1	0.0	0.2 0.2	0.1 0.1	0.6 0.6	0.0	0.0	0.0	0.1 0.1
lottingham Sub Total (Nottingham)				0.0	0.0	0.0	0.0	0.0	0.0
ottingham but Total (Nottingham) butside Study Area - Other elper att Midands Designer Outlet, Mansfield Road, South Normanton	0.0	0.0	0.0				0.0	0.0	0.0
ottingham) butside Study Area - Other elper att Midands Designer Outlet, Hansfeld Road, South Normanton ilthrook Shopping Park, Nottingham ther, East Middonsk	0.0 0.8 0.4	0.0 0.1 0.1	0.0 0.1 0.0	0.1 0.0 0.0	0.4 0.3	0.1 0.0	0.0	0.1	0.0
cottoplane in the Total (Notificialism) butsides Study Area - Other color and the Color of the	0.0 0.8 0.4 0.0 0.0	0.0 0.1 0.1 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0	0.0 0.0 0.0
ottorgium in his Trial (Mettinghum) Institutio Study Area - Other ologier art Michael Bestjore Outlet, Mansfeld Road, South Normanton Internacional Congress of Association Study (Methodologier Hore, Cast of Original Hore, (And Todal Hore, (And Todal Hore, (And Todal Hore, (And Todal Hore, (And Todal Hore, South Todal And London	0.0 0.8 0.4 0.0 0.0 0.0 0.0	0.0 0.1 0.1 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0
intergrainm United States Area - Other blook of the State (Nethringkam)	0.0 0.8 0.4 0.0 0.0 0.0 0.0 0.0 0.1 0.4 0.0	0.0 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0
iostropium un dan Francisco (Control Control C	0.0 0.8 0.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.1	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
cided Control Control Federal Control	0.0 0.8 0.4 0.0 0.0 0.0 0.0 0.1 0.4 0.0 0.0 0.0 0.1	0.0 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
iotingview the Treat (Vestingken) Debrieds Basic Area - Other Debrieds B	0.0 0.8 0.4 0.0 0.0 0.0 0.0 0.0 0.1 0.4 0.0 0.0 0.0	0.0 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Lostopham Lostopham (Lostopham) Johntide Study Area - Other Johntide Study Area - Other Johntide Study Area - Other Johntide Study Area - Other Johntide Study Area - Other Johntide Study Area - Other Johntide Study Area - Study Area - Other Johntide Study Area - Study Area - Study Area Johntide Study Area - Study Area - Study Area Johntide Study Area - Study Area - Study Area Johntide Study Area - Study Area Johntide Study Area - Study Area Johntide Study Area - Study Derbyshire Hard Study Area - Study Derbyshire Johntide Study Area - Study Area - Study Derbyshire Johntide Study Area - Study Area - Study Derbyshire Johntide Study Area - Study Area - Study Derbyshire Johntide Study Area - Study	0.0 0.8 0.4 0.0 0.0 0.0 0.0 0.1 0.4 0.0 0.0 0.0 0.0 1.7	0.0 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Josephan Weisel (Methods and Josephan) Josephan Statistics of the Statistics of th	0.0 0.8 0.4 0.0 0.0 0.0 0.0 0.1 0.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
colongham Air Food (Pettingham) Durbide Study Area - Other Durbide Study Area - Other Durbide Study Area - Other Stitle Study Area - Other Stitle Study Area - Other Stitle Study Area - Other Stitle Study Area - Other Stitle Study Area - Other Study Area - Study Area - Other Study Area - Study Area - Other Study Area - Other Study Area - Other Study Area - Other Study Area - Other Study Area - Other Study Area - Other Study Area - Other Study Area - Other Study Area - South Derbyshire Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Load Center Billes Study Area - South Derbyshire Billes Load Center Billes Tout (South Centylan) Durbide Study Area - South Derbyshire Billes Load Center Billes Tout (South Centylan) Durbide Study Area - Tamworth	0.0 0.8 0.4 0.0 0.0 0.0 0.0 0.0 0.1 0.4 0.0 0.0 0.0 0.1 1.7	0.0 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Learning Communication of the	0.0 0.8 0.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
iotingram the Treat (Nettingkam) briside Study Area - Other briside Study Area - Other control of the Study Area - Other study and the Study Area - Other study and the Study Area - Other study and the Study Area - Other study and the Study Area - Other study and the Study Area - Other study and the Study Area - Other study and the Study Area - Other study Area - Other study Area - Other study Area - Other study Area - Study Area - Study Area - Other study Area - St	0.0 0.8 0.4 0.4 0.0 0.0 0.0 0.0 0.0 0.1 0.1 0.4 0.0 0.0 0.0 0.1 0.7 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0
Josephan Wiele (1997) An Horizon (1997) An Horizo	0.0 0.8 0.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.1 0.1 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0

TABLE 27: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2015)

	(, (====,						
	TOTAL COMPARISON (£m)	ZONE A COMPARISON	ZONE B COMPARISON	ZONE C COMPARISON (£m)	ZONE D COMPARISON (£m)	ZONE E COMPARISON (£m)	ZONE F COMPARISON	ZONE G COMPARISON	ZONE H COMPARISON (£m)
DESTINATION	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
WITHIN STUDY AREA									
Zone A - SOUTH DERBYSHIRE									
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garden King Garden Market, Park Road, Swadlincote Newhall Local Centre	0.7 1.9	0.2 1.3	0.2	0.0 0.1	0.0	0.2	0.0	0.1	0.0
Stanton Nurseries, Woodland Road, Burton-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone A)	2.6	1.5	0.3	0.2	0.0	0.3	0.0	0.2	0.1
Zone B - SOUTH DERBYSHIRE									
Castle Gresley Church Gresley Local Centre	1.6 1.9	0.2	0.3	0.3	0.2	0.1	0.3	0.1	0.2
Morrisons, Coppice Side, Swadlincote	2.2	1.2	0.2	0.1	0.7	0.0	0.2	0.0	0.0
Sainsbury's, Civic Way, Swadlincote	4.0	0.9	1.8	0.3	0.1	0.2	0.8	0.1	0.1
Swadlincote The Pipeworks, Swadlincote	45.2 8.9	11.4	10.2 3.3	6.7 0.4	2.4 1.1	8.4 0.8	1.5 0.9	2.6 0.4	2.0 0.5
Sub Total (Zone B)	63.9	15.3	16.1	7.9	4.5	10.2	3.7	3.4	2.7
Zone C - SOUTH DERBYSHIRE									
Masseys, Swadlincote Road, Woodville	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Woodville Local Centre Sub Total (Zone C)	0.9	0.1	0.1	0.4	0.0	0.0	0.0	0.2	0.1
Zone D - SOUTH DERBYSHIRE Rhushell Arborotum and Nurseny Annuall Lane Smithy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluebell Arboretum and Nursery, Annwell Lane, Smisby Bretby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Findern Melbourne	0.1 1.8	0.0	0.0	0.0	0.1 1.7	0.0	0.0	0.0	0.0
Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent	0.7	0.1	0.1	0.1	0.2	0.0	0.1	0.0	0.1
Willington	0.3	0.0	0.0	0.0	0.3 0.1	0.0	0.0	0.0	0.0
Wyevale At Findern Garden Centre, Burton Road, Derby Sub Total (Zone D)	0.2 3.0	0.0	0.0	0.0	0.1 2.3	0.0	0.0	0.0	0.0
Zone E - SOUTH DERBYSHIRE Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherseal Overseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roliston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone E)	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Zone F - EAST STAFFORDSHIRE									
Stapenhill Winshill	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub Total (Zone F)	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Zone G - NORTH WEST LEICESTERSHIRE									
Blackfordby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moira Sub Total (Zone G)	0.5	0.1	0.0	0.0	0.0	0.1 0.1	0.0	0.1 0.1	0.2
	0.5	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.2
Zone H - NORTH WEST LEICESTERSHIRE Ashby-de-la-Zouch	23.6	0.7	0.5	1.4	2.5	0.6	0.4	2.1	15.4
Nottingham Road Retail Park, Ashby-de-la-zouch	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tesco, Resolution Road, Ashby-de-la-Zouch	2.4	0.3	0.0	0.2	1.3 0.5	0.0	0.0	0.5	0.1
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Z Sub Total (Zone H)	28.3	0.0 1.0	0.2	0.1 1.7	4.2	0.7	0.4	0.3 2.9	1.0 16.7
TOTAL (WITHIN STUDY AREA)	100.0	18.1	17.5	10.4	11.1	11.3	4.5	7.0	20.0
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	70.8	17.0	16.7	8.7	6.9	10.6	3.9	4.0	3.1
OUTSIDE STUDY AREA									
Outside Study Area - Birmingham	2.7	0.0	0.6	0.1	0.0	0.7	0.8	0.2	0.2
Outside Study Area - Blaby	1.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.9
Outside Study Area - Charnwood	1.0	0.1	0.0	0.1	0.2	0.0	0.0	0.1	0.5
Outside Study Area - Derby	37.9	3.1	5.2	1.9	20.9	1.7	2.1	1.0	2.0
Outside Study Area - East Staffordshire	118.2	17.8	12.8	9.1	15.1	12.6	42.3	4.6	3.8
•				,,,					
Outside Study Area - Leicester	4.1	0.0	0.0	0.3	0.9	0.3	0.0	0.3	2.3
Outside Study Area - Lichfield	0.7	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0
	3.9	0.2	0.1	0.2	1.4	0.2	0.3	0.7	0.9
Outside Study Area - North West Leicestershire									
Outside Study Area - Nottingham	5.9	1.1	0.9	0.3	1.8	0.0	1.6	0.1	0.1
Outside Study Area - Other	9.2	0.6	0.7	0.6	2.5	0.9	0.6	1.0	2.3
·	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Outside Study Area - South Derbyshire	0.3		0.0		0.3			0.0	
Outside Study Area - Tamworth	20.2	0.8	2.0	0.9	0.8	3.6	1.3	5.2	5.7
Outside Study Area - Walsall	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
	1.4	0.0	0.0				0.2		0.1
Other				0.1	0.9	0.0		0.0	
SUB TOTAL OUTSIDE STUDY AREA	206.8	23.7	22.6	13.8	44.8	20.7	49.2	13.3	18.9
								13.3	
TOTAL	306.8	41.8	40.1	24.3	55.9	32.0	53.7	20.3	38.8
TOTAL	306.8	41.8	40.1	24.3	55.9				38.8

Notes:
a. Wat is as set out in Table 1
b. Population figures taken from Expenier G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2020 to cover future plan period
b. Total compensors goods Tables from agregating results from Tables 10, 12, 14, 16, 18, 20, 22, 24 and 26
c. Excluded both Thomary wirestifications*

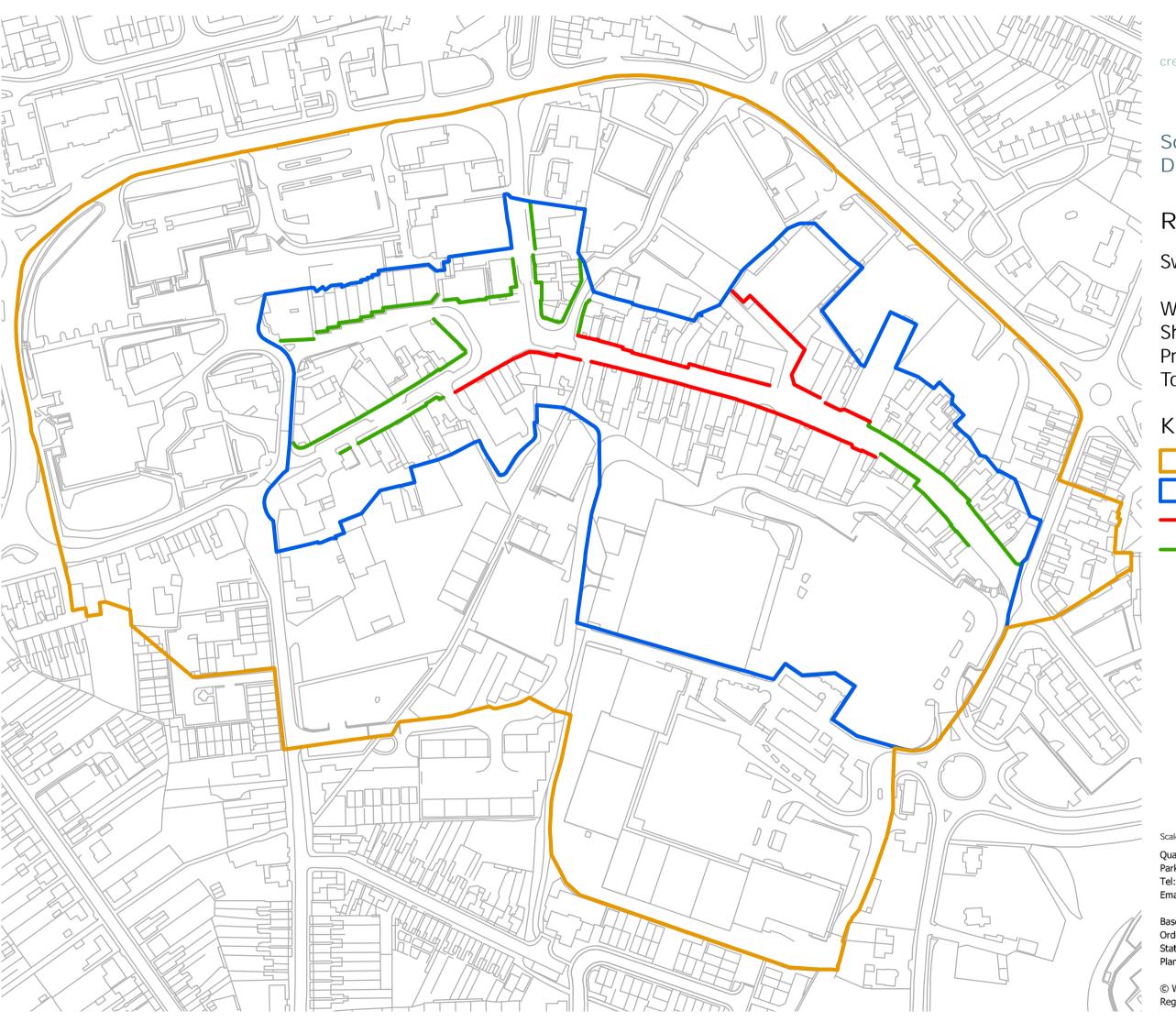
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TABLE 27a: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2015)

	TOTAL COMPARISON	ZONE A COMPARISON	ZONE B COMPARISON	ZONE C COMPARISON	ZONE D COMPARISON	ZONE E COMPARISON	ZONE F COMPARISON	ZONE G COMPARISON	ZONE H COMPARISON
DESTINATION	%	%	%	%	%	%	%	%	%
WITHIN STUDY AREA									
Zone A - SOUTH DERBYSHIRE Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garden King Garden Market, Park Road, Swadlincote	0.2	0.4 3.1	0.5 0.3	0.2	0.0	0.5 0.4	0.1	0.3 0.8	0.0
Newhall Local Centre Stanton Nurseries, Woodland Road, Burton-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone A)	0.9	3.5	0.8	0.7	0.0	0.9	0.1	1.2	0.2
Zone B - SOUTH DERBYSHIRE Castle Gresley	0.5	0.4	0.8	1.2	0.3	0.3	0.6	0.5	0.4
Church Gresley Local Centre	0.6	0.6	0.7	0.8	0.2	2.0	0.4	0.9	0.0
Morrisons, Coppice Side, Swadlincote Sainsbury's, Civic Way, Swadlincote	0.7 1.3	2.9 2.1	0.5 4.4	0.5 1.1	1.2 0.1	0.0 0.5	0.0 1.4	0.0	0.0
Swadlincote The Pipeworks, Swadlincote	14.7 2.9	27.3 3.6	25.5 8.2	27.5 1.5	4.2 2.0	26.3 2.4	2.7 1.7	13.1 2.0	5.1 1.2
Sub Total (Zone B)	20.8	36.7	40.2	32.7	8.1	31.7	6.9	16.8	6.9
Zone C - SOUTH DERBYSHIRE									
Masseys, Swadlincote Road, Woodville Woodville Local Centre	0.1 0.3	0.0 0.1	0.3 0.1	0.1 1.8	0.0 0.1	0.0	0.0	0.4 0.7	0.0 0.4
Sub Total (Zone C)	0.4	0.1	0.4	1.9	0.1	0.1	0.0	1.1	0.4
Zone D - SOUTH DERBYSHIRE									
Bluebell Arboretum and Nursery, Annwell Lane, Smisby Bretby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Findern Melbourne	0.0 0.6	0.0	0.0 0.0	0.0 0.2	0.1 3.1	0.0 0.0	0.0	0.0 0.0	0.0 0.1
Planters At Bretby , The Nurseries, Bretby Lane, Burton-on-trent	0.2	0.2	0.2	0.3	0.3	0.1	0.3	0.2	0.3
Willington Wyevale At Findern Garden Centre, Burton Road, Derby	0.1 0.1	0.0	0.0 0.1	0.0 0.0	0.5 0.2	0.0 0.0	0.0 0.1	0.0	0.0 0.0
Sub Total (Zone D)	1.0	0.2	0.3	0.5	4.1	0.1	0.3	0.2	0.4
Zone E - SOUTH DERBYSHIRE Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherseal Overseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Roliston Sub Total (Zone E)	0.0 0.1	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.1 0.3	0.0 0.0	0.0 0.2	0.0 0.0
Zone F - EAST STAFFORDSHIRE									
Stapenhill	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0
Winshill Sub Total (Zone F)	0.1 0.1	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.1	0.3 0.5	0.0 0.0	0.0 0.0
Zone G - NORTH WEST LEICESTERSHIRE									
Blackfordby Moira	0.0	0.0 0.2	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.2	0.0 0.0	0.1 0.5	0.0 0.6
Sub Total (Zone G)	0.2 0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.6	0.6
Zone H - NORTH WEST LEICESTERSHIRE									
Ashby-de-la-Zouch Nottingham Road Retail Park, Ashby-de-la-zouch	7.7 0.0	1.6 0.0	1.3 0.0	5.9 0.0	4.4 0.0	1.8 0.0	0.7 0.0	10.5 0.0	39.6 0.3
Tesco, Resolution Road, Ashby-de-la-Zouch Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Z	0.8	0.8	0.0	0.8	2.2	0.0	0.0	2.5	0.3
Sub Total (Zone H)	9.2	2.5	1.9	7.2	7.5	2.0	0.7	14.4	42.9
TOTAL (WITHIN STUDY AREA)	32.6	43.4	43.5	43.0	19.9	35.4	8.4	34.5	51.4
TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)	23.1	40.6	41.7	35.8	12.3	33.2	7.3	19.5	7.9
OUTSIDE STUDY AREA									
Outside Study Area - Birmingham	0.9	0.0	1.5	0.6	0.0	2.2	1.5	1.2	0.5
Outside Study Area - Blaby	0.4	0.0	0.7	0.0	0.0	0.0	0.0	0.2	2.4
Outside Study Area - Charnwood	0.3	0.2	0.0	0.5	0.3	0.0	0.1	0.5	1.2
Outside Study Area - Derby	12.4	7.4	13.1	7.6	37.4	5.5	3.9	4.8	5.3
Outside Study Area - East Staffordshire	38.5	42.6	32.0	37.6	27.0	39.4	78.8	22.7	9.8
Outside Study Area - Leicester	1.3	0.0	0.0	1.4	1.6	0.8	0.0	1.4	5.9
Outside Study Area - Lichfield	0.2	0.0	0.0	0.1	0.1	1.8	0.0	0.1	0.0
Outside Study Area - North West Leicestershire	1.3	0.4	0.3	0.9	2.4	0.7	0.5	3.2	2.2
Outside Study Area - Nottingham	1.9	2.6	2.3	1.4	3.2	0.0	2.9	0.4	0.4
Outside Study Area - Other	3.0	1.5	1.7	2.3	4.4	2.9	1.0	5.2	6.0
Outside Study Area - South Derbyshire	0.1	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.0
Outside Study Area - Tamworth	6.6	1.8	4.9	3.6	1.5	11.2	2.4	25.7	14.6
Outside Study Area - Walsall	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.6	1.6	0.0	0.0	0.0	0.3
SUB TOTAL OUTSIDE STUDY AREA	67.4	56.6	56.5	57.0	80.1	64.6	91.6	65.5	48.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



Appendix 6 – Recommended Town Centre Boundary, Primary Shopping Area and Frontages





South Derbyshire District Council

Ref: A092554.100

Swadlincote Town Centre

WYG Recommended Shopping Frontages, Primary Shopping Area and Town Centre Boundary

Key

Town Centre Boundary

Primary Shopping Area

Primary Shopping Frontage

Secondary Shopping Frontage



October 2015

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