

**Gloucester, Cheltenham and Tewkesbury  
Joint Core Strategy  
Retail Study 2011 - 2031  
2015 Update**

**Prepared on behalf of  
Gloucester City Council, Cheltenham Borough Council and  
Tewkesbury Borough Council**

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## 1.0 Introduction

- 1.1 The Joint Core Strategy (JCS) Retail Study was prepared in 2011. It was updated in 2014 prior to the submission of the JCS. It has been updated again in 2015 at the request of the JCS Examination Inspector. The study was designed in consultation with participants to the JCS at a round table discussion in July 2015. The 2015 update includes a new household survey and base year population and expenditure forecasts and the forecasts were updated to take account of the latest advice of the data supplier, Experian. After the initial results were released as EXAM136, Experian published new forecasts of expenditure growth, special forms of trading (to account for internet shopping) and sales density increase in its Retail Planner Briefing Note 13 (October 2015). The forecasts were revised to take account of this information and submitted to the JCS Examination Library as EXAM136A in November 2015. Following a query at the second Examination hearing and the third roundtable session, the figures were again revised in February 2016. The background to this revision is described in Appendix 1. This report concentrates on the February release since this supersedes the figures shown in EXAM136 and EXAM136A.
- 1.2 The study area for the 2015 Update is shown in Appendix 2. The new household survey results are attached as Appendix 3. The February Tables (taking account of the revised Experian forecasts of retail expenditure growth, special forms of trading, and sales density increases) are attached as Appendix 4 (for comparison goods) and Appendix 5 (for convenience goods). All monetary values are shown in 2013 prices. A table by table guide is given in the next section of this report. The floorspace requirements are set out Section 3. Section 4 examines the market share of the main centres in each zone.
- 1.3 The 2015 update follows the basic methodology of the original study as set out Section 4 of the 2011 report. A step by step approach has been adopted in the study and all up-dates as follows
- Step 1: Define the study area and zones within it;
  - Step 2: Identify the population of the study area in the base and forecast years ;
  - Step 3: Identify the retail expenditure per head in the base and forecast years;
  - Step 4: Calculate the total expenditure available in the study area;
  - Step 5: Assign the expenditure to centres as turnover according to the result of the household survey;
  - Step 6A: For convenience goods expenditure, compare the estimated turnover for food stores against a benchmark based on company average sales density (turnover per sq. m) to estimate the current trading performance of the food stores;
  - Step 6B: For comparison goods expenditure, calculate the share of total comparison goods expenditure that the centre attracts (the market share); and
  - Step 7: For future years, calculate the turnover for each centre (separately for convenience and comparison goods) by applying the market shares to the revised estimate of expenditure in the study area, taking account of population and expenditure growth. This is then compared with the available floorspace in the centre.
- 1.4 In the original JCS Retail Study (2011), the requirements figures were expressed net of extant planning permissions (commitments). To enable more regular monitoring of the requirements, in the 2015 update, the requirements are now expressed without making any allowance for commitments.

## 2.0 Retail Floorspace Requirements Calculations

- 2.1 The requirement calculations (Appendices 4 & 5) are shown for convenience and comparison goods separately. Table 1 – 4 are common to both sets.
- 2.2 The base year is 2015 to coincide with the new household survey. 2013 prices have been used.

### **The Study Area and Household Survey**

- 2.3 The study area is shown in Appendix 2. Compared with the earlier studies, it has been increased to the south of Gloucester to include a new zone (Zone 13) covering Cam and Dursley. Zone 1 (Cheltenham) and zone 5 (Gloucester) have each been split into 4 zones (labelled 1a-d and 5 a-d respectively), to allow easier comparison with the earlier Gloucester Retail Study. Zone 3 has been split into a Winchcombe zone (3a) and a North Cotswolds zone (3b) to provide better guidance to Tewkesbury Council. Post Code GL19.4 was transferred from the North Forest zone to Tewkesbury zone to better reflect the catchment of Tewkesbury itself.
- 2.4 A new household survey of 2008 interviews was carried out during July and August 2015. The questions covered a number of attitudinal questions on how respondents rated the centres as well as questions on their shopping and leisure spending habits. The questions were kept as similar as possible to the 2011 survey to allow comparisons to be made but amended to provide a more detailed breakdown of comparison goods. They were based on the last place people had shopped for the goods rather than where people usually bought goods. This gives a more representative sample of shopping patterns and avoids overestimating the use of the larger centres. The prevalence of internet shopping/mail order was identified in the survey. Sample surveys of this size give an accuracy of about +/- 2.2% (at 95% confidence limits) and this has to be borne in mind, particularly when comparing survey results since both are subject to this sampling error. This sampling error unfortunately does not decline significantly until sample sizes become impractically large.

### **The Requirement Tables**

- 2.5 The requirement calculations are shown for convenience and comparison goods in separate sets of tables. Table 1 – 4 are common to both sets.

### **Table 1 Population**

- 2.6 Table 1 shows the population for each zone in 2013 and for forecast years. The population of the study area is forecast to increase by about 10% over the period 2015 to 2031 (from 655,849 to 721,819). The forecasts are from Experian which bases them on Office of National Statistics (ONS) population forecasts.

### **Tables 2 & 3 Expenditure per Head**

- 2.7 Table 2 shows the expenditure per head figures for the broad categories of expenditure i.e. convenience goods and total comparison goods, Table 3 shows the expenditure per head figures for comparison goods expenditure broken down into the more detailed categories used in the household survey. The definitions of bulky and non-bulky comparison goods in these tables are shown in Appendix 1. The expenditure figures include internet trading/mail order sales (special forms of trading - SFT) and no adjustment has been made at this stage.

2.8 The forecasts are based on the latest economic forecasts by Experian. The long term trends indicate limited growth in convenience spending year on year, with growth averaging about 0.5% a year over the period to 2011. Growth was concentrated in the period up to 2001 and since then spending per head has been declining. In contrast, comparison goods spending per head has been growing steadily at between 2% and 3% over the longer term. These broad patterns of growth are reflected in Experian’s forecasts which are shown in the table below

**Expenditure per Head Forecasts – Experian**

	2015	2016	2017	2018-22	2023-35
Convenience	-0.2%	+0.1%	+0.3%	+0.1%	+0.1%
Comparison	+5.3%	+3.2%	+2.9%	+3.0%	+3.2%

Source Experian Retail Planner Briefing Note 13 October 2013

The forecasts suggest a slight increase in convenience spending per head against the significant downward trend through most of this century and a marked bounce back in comparison goods spending. These figures have been used in the capacity tables.

**Tables 4 and 5 – Total Expenditure**

2.9 Table 4 shows the total retail expenditure in the study area in future years by the course categories of goods and Table 5 shows the amounts of comparison goods spending for the more detailed categories. Both are calculated by multiplying the expenditure per head figures in tables 2 and 3 by the population in Table 1. The totals include the expenditure through special forms of trading.

**Comparison Goods Tables**

**Table 6 Comparison Goods Turnover**

2.10 The turnovers are calculated by multiplying the available expenditure calculated in Table 6 by the market shares identified in the household survey. That exercise is carried out by each category of goods as identified in the survey questions. The household survey identifies some 1580 destinations and these are combined into the destinations shown in the table. Special Forms of Trading (SFT) is identified separately. The results by goods type are aggregated in the final column to give the estimated turnovers of the main settlements and centres.

**Tables 7 - 11 – Floorspace Requirements**

2.11 Tables 7 -11 calculate the floorspace requirements for the main settlements. It considers the need for bulky and non-bulky goods separately. The top line is the available expenditure in the whole of the study and is taken from Table 4. The second line is the aggregate spending on SFT. The figure for 2015 is taken from Table 6 and is therefore based on the household survey results. The third line for 2015 calculates this as a market share of the available expenditure in the study area which works out as 13% in 2015. For future years, this is increased in accordance with the Experian forecasts for SFT.

2.12 Some SFT is serviced from existing retail floorspace. Experian recommends that this amounts to

about 25% of SFT comparison goods sales. It is not clear that additional floorspace is required to service internet shopping from existing shops and one of the advantages of servicing internet sales from existing shops is that additional costs need not be incurred. Nevertheless to provide robust estimates, an allowance for additional retail floorspace to serve internet shopping is made and only 75% of internet shopping is deducted from the available expenditure. In 2015 this leaves £1729m of non-bulky goods spending available for conventional retailing.

- 2.13 The next line down is the total turnover of the main towns. The figures for 2015 are taken from Table 6 and include the estimated turnover of all retail locations in the settlement. Thus in Table 7 the figure for Cheltenham for non-bulky goods is £496.2m. For future years the turnover is forecast to increase as a result of increases in the overall sales density. These are forecast as advised by Experian.
- 2.14 The following line down is the market share for the settlement within the study area. For 2015 this is calculated as the total turnover of the settlement divided by the available expenditure in the study area once account has been taken of SFT. It is expressed as a percentage. Thus in Table 7, the available expenditure once SFT has been subtracted (£1729m) is divided by the turnover of stores (£496.2m) giving a market share of 28.7%. For future years, the percentage is held constant.
- 2.15 The turnover potential of the settlement for future years is then calculated by applying the market share to the total available expenditure in the study area once SFT has been subtracted. Thus in Table 7 for 2021, the turnover potential of the settlement is estimated at £611.9m. This compares with the estimated turnover of the retail locations in Cheltenham by 2021 (taking account of increases in sales densities) of £583.6m. This leaves an expenditure capacity of £28.3m.
- 2.16 This figure is then converted to a floorspace requirement using a sales density estimate. This is taken as £5000/sq m. in the 2015 and the figure is increased according to Experian's forecasts of sales density for forecast years. The figures for 2016 show a negative figure because the increased sales density forecast by Experian in 2015 exceeds its forecast growth in expenditure.
- 2.17 The same process is used to calculate the bulky goods floorspace requirements except that the sales density used to convert the expenditure capacity is £2,000/sq m in 2015 (increasing with the forecast sales density).
- 2.18 The bulky and non-bulky goods floorspace requirements are added in the last line to give an overall floorspace requirement. The figures are summarised in Table 12 and are shown in the December 2015 Topic Paper (para 5.4).

### ***Convenience Goods Tables***

- 2.19 Tables 1 to 5 are common to both the comparison and convenience goods tables and the description is not repeated

### **Tables 6 and 7**

- 2.20 Table 6 calculates the amount of expenditure in the study area available for main food shopping and Table 7 for top-up shopping. It is assumed that 70% of convenience goods expenditure takes place on main food shopping trips and 30% on top-up shopping trips.

### **Table 8 Foodstore Turnover**

- 2.21 Table 8 shows the estimated turnover of outlets obtained by multiplying the available expenditure by the household survey results. This is done for each zone and for main food and top-up shopping separately and the results amalgamated into totals for main food and top-up shopping. The totals only are shown in Table 8.

### **Table 9 - Benchmark Turnovers**

- 2.22 Table 9 compares the estimated turnover of the stores from Table 8 with the turnover if the outlets were trading at the company average level. This gives the opportunity to increase the amount of floorspace if stores are “overtrading” i.e. trading above company average. The information is fed into the capacity tables in due course.
- 2.23 Under-trading should not be taken as evidence of a lack of profitability. It is known that there is considerable variation in the performance of stores in terms of the company average, depending on local circumstances such as the level of competition in the area, income levels within the catchment and the accessibility of the store. The cost base of food stores, including such matters as staffing levels, also varies between individual stores. Lastly there is the considerable uncertainty about the survey based estimates themselves arising, amongst other things, from sample error and the unavoidable assumption that basket size is the same for all retailers.
- 2.24 For these reasons limited weight should be given to the results for individual stores but overall the figures in Table 9 suggest there is a degree of over-trading in all towns except Cheltenham and this would support some additional floorspace even in the base year.

### **Table 10 – Summary Turnover Estimates**

- 2.25 Table 10 summarises the turnover estimates in Table 8 in terms of the main JCS settlements.

### **Tables 11- 15 - Floorspace Requirements**

- 2.26 Tables 11-15 calculate the floorspace requirements for the main settlements and follow the same approach as the comparison goods tables.
- 2.27 The top line is the available expenditure in the whole of the study area and is taken from Table 4. The second line is the spending on SFT. The figure for 2015 is taken from Table 10 and is therefore based on the household survey results. The third line for 2015 calculates this as a market share of the available expenditure in the study area which works out as 6.4% in 2015. For future years, this is increased in accordance with the Experian forecasts for SFT. In the next line down the figure is adjusted for sales through stores, leaving the estimate of available expenditure net of SFT.
- 2.28 The next line down is the total turnover of the main settlements. The figures for 2015 are taken from Table 10 and include the estimated turnover of all retail locations in the settlement. Thus in Table 11 the figure for Cheltenham is £297.5m. For future years the turnover of existing stores is forecast to decline slightly as a result of the declining sales densities forecast by Experian.
- 2.29 The following line down is the market share for the settlement within the study area. For 2015 this is calculated as the total turnover of the centre divided by the available expenditure in the

study area once account has been taken of SFT (as a percentage). Thus in Table 11, the available expenditure once SFT has been subtracted (£1358m) is divided by the turnover of stores (£297.5m) giving a market share of 22%. For future years, this percentage is held constant.

- 2.30 The turnover potential of the settlement for future years is then calculated by applying the market share to the total available expenditure in the study area once SFT has been subtracted. Thus in Table 11 for 2021, the turnover potential of the settlement (Cheltenham) is estimated at £302.35m. This compares with the capacity of the existing stores to accommodate £293.96m in 2021, leaving a floorspace need to accommodate £8.39m. In Gloucester, the figure is £10.54m (£379.72m minus £369.18m). These figures represent the amount of additional turnover arising from population and expenditure growth. They are not shown in the tables and the calculations are combined with the next step, the allowance for over and under trading.
- 2.31 This is the difference between the estimated turnover derived from the survey results and the turnover if the store traded at company average sales density. The figures are taken from the last column in Table 9 for the whole settlements. In Table 9 the figure is negative (-£1.55m) because the stores in Cheltenham are, overall, trading at slightly below the company average. In the other settlements the stores are overtrading, for instance in Gloucester by £14.6m and a current (2015) need for additional floorspace is indicated.
- 2.32 The allowance for overtrading is added to the estimate of turnover arising from the growth of population and expenditure growth. Thus for Gloucester the £14.6m overtrading is added to the £10.54m expenditure arising from population and expenditure growth between 2015 and 2021 to give an estimate of the expenditure capacity of £25.14m in 2021. In Cheltenham, where there is an element of under-trading the figure is £6.84m (£8.39m - £1.55m).
- 2.33 This figure is then converted to a floorspace requirement using a sales density estimate. This is taken as £12000/sq m. in 2015 as broadly representative of the main supermarket operators. The figure is adjusted according to Experian's forecasts of sales density for forecast years, showing a slight decrease.
- 2.34 The figures are summarised in Table 15 and are shown in Tables 1 and 2 below.

### **Commitments**

- 2.35 In the original study and earlier updates, an allowance was made for extant planning permissions before the requirement was calculated. This involved a number of estimations including how much retail floorspace the permissions would provide and an appropriate sales density to reflect the type of development. This, together with the expiry of planning permissions, made continuous monitoring difficult. Commitments are therefore now omitted from the retail capacity tables. This provides more transparency in the process. The commitments at December 2015 are shown in Appendix 6.



## 3.0 The Results

3.1 The resulting floorspace capacity figures for both comparison goods and convenience goods from 2015 are shown at Table 1 and Table 2 below. They are shown as the amount of net retail floorspace that should be provided for at the five main JCS centres and shown in five-year time periods. A comparison with the December 2015 figures is set out in Appendix 1.

### *Comparison goods*

Location	Comparison Gds Net Sales sq m				
	2015	2016	2021	2026	2031
Cheltenham	0	-682	7466	25605	45494
Gloucester	0	-622	6819	23381	41542
Tewkesbury	0	-46	516	1773	3150
Winchcombe	0	-2	19	65	115
Bishops Cleeve	0	-7	75	258	458

**Table 1: Comparison goods floorspace requirements by 5 year period**

\* Please note negative values occur in 2016 because the increase in sales densities forecast in 2015 exceeds the increase forecast in expenditure

### *Convenience goods*

Location	Convenience Gds Net Sales sq m				
	2015	2016	2021	2026	2031
Cheltenham	-129	-31	577	1,252	1,805
Gloucester	1,217	1,346	2,120	2,967	3,664
Tewkesbury	617	640	770	910	1,025
Winchcombe	177	179	188	196	203
Bishops Cleeve	1,793	1,815	1,924	2,031	2,117

**Table 2: Convenience goods floorspace requirements by 5 year period**

\* Please note - the negative values for Cheltenham arise because of the overall under-trading in Cheltenham food stores in 2015.

3.2 As a point of clarity, it is stressed that the floorspace needs figures should not be used with undue precision. They represent a broad estimate of the amount of floorspace for the different types of retail that the local authorities should be planning for. They are however based on economic forecasts which are regularly reviewed and subject to statistical variation.

## 4.0 Market Shares

- 4.1 The market shares of the main settlements by zone are shown in Appendix 7. The first table shows the estimated turnovers of the main centres by zone. The second table relates this to the available expenditure in the zone. This had to be an entirely separate exercise from the retail capacity tables and minor differences arise in the turnover estimates between the main tables and the market share tables because of the rounding of figures.
- 4.2 The comparison goods market shares of the main settlements within the study area derived from this process and changes between the 2011 and 2015 studies are shown in Table 3 below. The February revisions only affect the balance between bulky and non-bulky goods market shares and not the overall market shares.

	Phase 1			2015 Update			Change
	Study Area Expenditure £M	Turnover	Market Share	Study Area Expenditure £M	Turnover	Market Share	2015 - Phase 1
Cheltenham town centre	1767.8	393.45	22.26%	2488.1	482.97	19.41%	-2.85%
Cheltenham other	1767.8	126.6	7.16%	2488.1	223.69	8.99%	1.83%
<b>Cheltenham total</b>	<b>1767.8</b>	<b>520.05</b>	<b>29.42%</b>	2488.1	<b>706.67</b>	<b>28.40%</b>	<b>-1.02%</b>
Gloucester City Centre	1767.8	261.29	14.78%	2488.1	319.29	12.83%	-1.95%
Gloucester Quays	1767.8	9.62	0.54%	2488.1	55.39	2.23%	1.68%
Quedgeley centre	1767.8	12.08	0.68%	2488.1	79.31	3.19%	2.50%
Gloucester Other	1767.8	127.93	7.24%	2488.1	175.66	7.06%	-0.18%
<b>Gloucester total</b>	<b>1767.8</b>	<b>410.92</b>	<b>23.24%</b>	2488.1	<b>629.65</b>	<b>25.30%</b>	<b>2.06%</b>
Tewkesbury	1767.8	25.82	1.46%	2488.1	25.43	1.02%	<b>-0.44%</b>
Winchcombe	1767.8	2.53	0.14%	2488.1	1.74	0.07%	<b>-0.07%</b>
Bishops Cleeve	1767.8	5.49	0.31%	2488.1	12.85	0.52%	<b>0.21%</b>

**Table 3: Market shares of the main settlements**

- 4.3 Undue reliance should not be placed on small differences between the figures because of the sample error in the household survey results. Some tentative conclusions are nevertheless drawn. The decline in the market share of Cheltenham (from 29.4% to 28.4%) is largely explicable in terms of the increased study area (the Cam/Dursley zone). The total available expenditure is increased but because Cheltenham's market share in this area is low, its estimated turnover does not increase proportionately. This does not however, explain the increased market share of Gloucester. Gloucester's market share within the Cam/Dursley zone is the same as in the study area as a whole. Improved performance at Gloucester Quays and Quedgeley Centre appear to be the main reason.

## **Appendix 1: Note on February Release**

## Appendix 1

Cheltenham, Gloucester and Tewkesbury JCS Retail Study 2015 Update

### Note on February Release

#### Comparison Goods Tables

At the Examination session on 15<sup>th</sup> January 2016, CgMs queried why the figures for the total expenditure in the study area in Tables 7-11, did not match the total turnover shown for comparison goods shown in Table 6.

This was the result of using a different definition of non-bulky and bulky goods in Table 4 from which the total expenditure in Tables 7-11 is taken, and in Table 6 based on the household questionnaire. The definitions of bulky and non-bulky goods have been reviewed in the light of this.

The definitions now used are as follows

<b>Non-bulky Goods</b>	<b>Bulky Goods</b>
Clothing and Footwear	Large Electrical
Books etc	Small Electrical (50%)
Small Household Items	Furniture & Floorcoverings etc
Toys and Games	DIY Goods
Chemist Goods	Gardening Goods
Small Electrical (50%)	

The tables have been amended and the results are as follows (sq m)

<b>Settlement</b>	<b>Comparison</b>				
	<b>2015</b>	<b>2016</b>	<b>2021</b>	<b>2026</b>	<b>2031</b>
Cheltenham	0	-682	7466	25605	45494
Gloucester	0	-622	6819	23381	41542
Tewkesbury	0	-46	516	1773	3150
Winchcombe	0	-2	19	65	115
Bishops Cleeve	0	-7	75	258	458

The differences between the earlier figures published in December Topic Paper are, for 2031, as follows

Settlement	Dec 2015	Feb 2016	Difference
Cheltenham	46,145	45494	-641
Gloucester	42,009	41542	-467
Tewkesbury	3,054	3150	+96
Winchcombe	111	115	+4
Bishops Cleeve	501	258	-243

It is recommended that the revised figures should be incorporated in policy SD3.

The revision does affect the market shares for settlements by bulky and non-bulky goods calculated in Tables 7-11, although the overall market shares will not have changed.

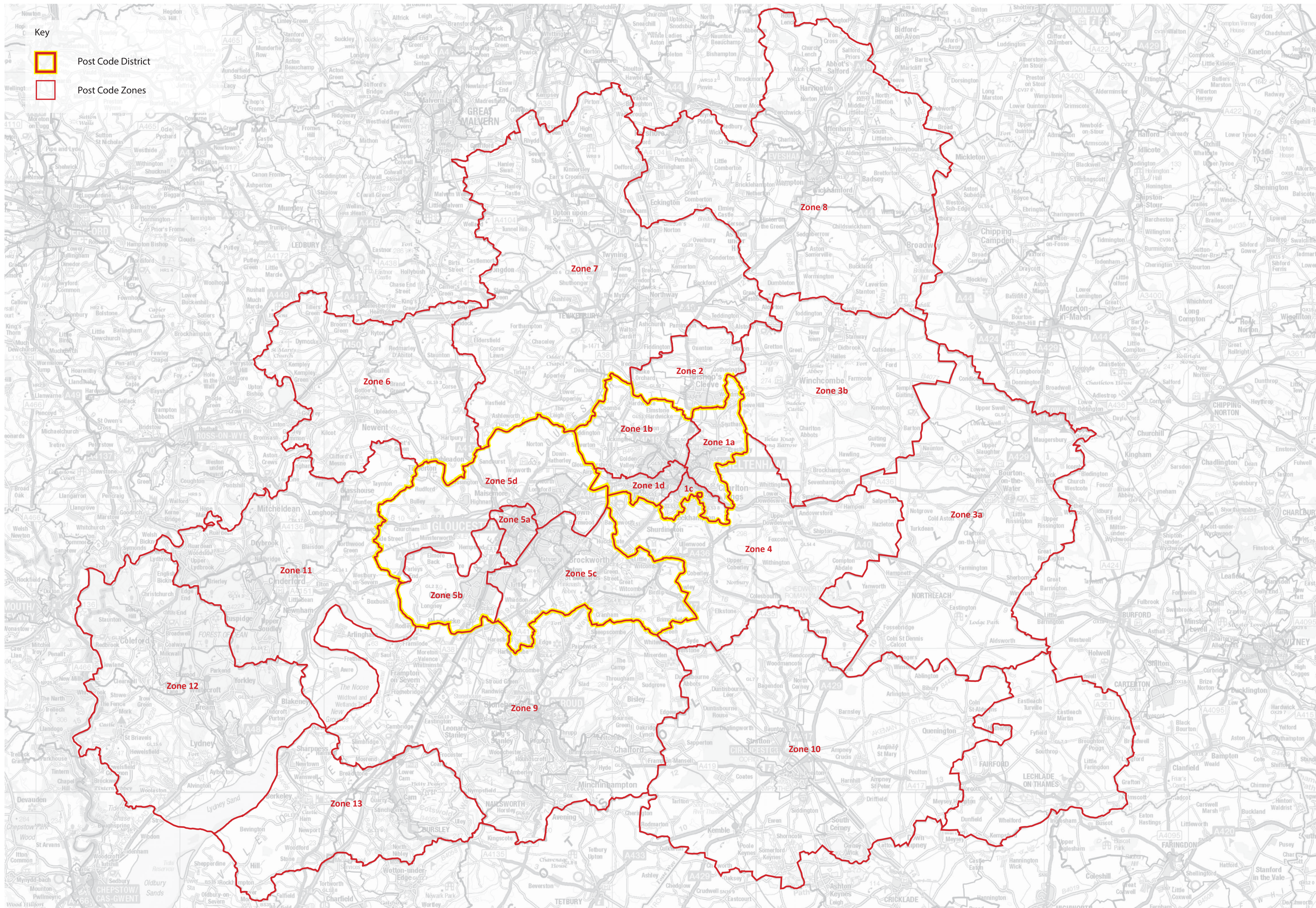
The recalculation affects the market shares for bulky and non-bulky goods when considered separately. The original and revised figures are shown below.

Settlement	Dec 2015		February 2016	
	Non Bulky	Bulky	Non Bulky	Bulky
Cheltenham	28.7%	47.1%	33.2%	29.9%
Gloucester	24.5%	45.9%	28.5%	29.5%
Tewkesbury	0.9%	2.2%	1.1%	1.4%
Winchcombe	0.1%	0.1%	0.1%	0.1%
Bishops Cleeve	0.5%	0.9%	0.6%	0.5%

During the course of this work, it was discovered that in updating the base year estimates (2015) in line with RPBN13, the estimated turnovers summarised in Table 6 had not been adjusted to take account of the slight downward revision of the spending estimates for 2015 in RPBN 13 compared with RPBN 12. As a result there remained a minor difference in the figures for available expenditure in Table 5 and Table 6. The opportunity was taken to carry this work.

## **Appendix 2: Study Area and Household Survey Zones**

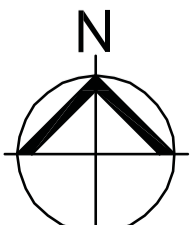




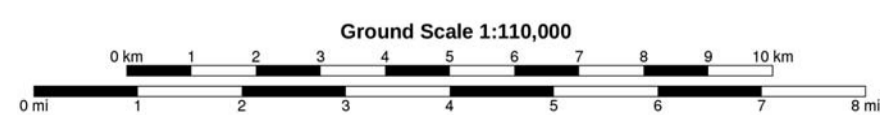
**Key**

Post Code District

Post Code Zones



Not to Scale



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Drawing name: **Study Area and Survey Zones Plan**

Revision: **Rev A**

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Project: **Cheltenham Cloucester and Tewkesbury JCS Retail Study 2015**

Date: **29.07.15**





## **Appendix 3: Household Survey Results**



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
<b>Q01 Where would you regard as your household's MAIN town centre for shopping?</b>											
Bishops Cleeve	1.3%	26	2.8%	2	0.0%	0	1.4%	1	0.0%	0	39.7%
Bristol	0.6%	11	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%
Cardiff	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham	26.9%	541	94.0%	84	90.8%	114	92.9%	46	94.5%	94	58.4%
Chepstow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cinderford	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cirencester	5.4%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Coleford	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cribbs Causeway, Bristol	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dursley	1.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Evesham	6.3%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Gloucester	24.3%	489	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Hereford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydney	3.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Monmouth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moreton in Marsh	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%
Nailsworth	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pershore	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ross on Wye	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stow on the Wold	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%
Stratford upon Avon	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stroud	9.7%	195	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tewkesbury	3.8%	76	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.8%
Upton-on-Severn	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchcombe	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbeymead	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Bath Road, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.7%	0	0.8%	1	0.0%
Berkeley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bourton-on-the-Water	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Brockworth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cabot Circus, Bristol	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cam	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Charlton Kings	0.1%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%
Churchdown	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Drybrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallagher Retail Park, Cheltenham	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.0%
Gretton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Hatherley	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.6%	0	0.0%
Kingsditch	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Leckhampton	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
Ledbury	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%	0	0.0%	0
London	0.3%	5	0.0%	0	4.3%	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
Newent	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northleach	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
Norton	0.0%	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	0.0%	0	0.0%	0
Oakley	0.0%	1	0.7%	1	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
Prestbury	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley	1.0%	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	0.0%	0	20.7%	16
Shurdington	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
St Mark's	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Oswalds Retail Park, Gloucester	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
Stonehouse	0.4%	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
Swindon Village	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
Tewkesbury Road, Cheltenham	0.1%	3	0.0%	0	1.8%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornbury	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
Up Hatherley	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	0.0%	0	0.0%	0
Witney	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wotton-under-Edge	0.0%	0	0.0%	0	0.0%	0	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)	1.0%	19	1.9%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.5%	1	5.4%	1	0.6%	0	0.0%	0	0.5%	0
Weighted base:	2009		89		126		49		100		47		65		22		30		108		78	
Sample:	2008		100		100		101		100		103		100		100		101		100		100	

**Q02 How do you usually travel to this centre?**

Car / van (as driver)	62.8%	1261	44.9%	40	48.5%	61	54.5%	27	49.7%	49	61.8%	29	74.4%	48	74.3%	17	73.7%	22	36.7%	39	78.3%	61
Car / van (as passenger)	7.2%	145	0.0%	0	1.6%	2	9.1%	4	5.2%	5	7.2%	3	7.6%	5	5.3%	1	5.2%	2	6.3%	7	8.5%	7
Walk	15.9%	319	38.9%	35	19.4%	24	17.7%	9	25.9%	26	15.5%	7	14.0%	9	14.8%	3	1.9%	1	36.1%	39	3.1%	2
Bus	9.4%	188	9.3%	8	22.9%	29	9.7%	5	13.3%	13	10.4%	5	2.2%	1	2.1%	0	9.6%	3	9.5%	10	7.9%	6
Taxi	0.4%	8	0.0%	0	2.8%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Cycle	0.8%	17	5.2%	5	0.6%	1	2.4%	1	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Train	0.7%	13	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
Motorcycle	0.1%	3	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.3%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	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	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.2%	4	0.7%	1	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
(Don't know / varies)	2.3%	46	1.1%	1	1.4%	2	6.5%	3	3.6%	4	3.0%	1	1.3%	1	3.6%	1	8.4%	2	10.6%	11	1.6%	1
Weighted base:	2009		89		126		49		100		47		65		22		30		108		78	
Sample:	2008		100		100		101		100		103		100		100		101		100		100	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Mean score: [Number of visits per week]</b>																						
<b>Q03A How often do you visit Cheltenham Town Centre?</b>																						
<i>Those that said 'Cheltenham' at Q01</i>																						
Everyday	7.5%	40	13.9%	12	6.1%	7	1.9%	1	14.4%	14	7.9%	2	0.0%	0	9.4%	1	6.3%	1	0.0%	0	0.0%	0
More than once a week	22.5%	122	30.1%	25	26.3%	30	29.6%	14	25.4%	24	7.2%	2	4.7%	1	19.0%	3	23.8%	5	50.0%	1	0.0%	0
Once a week	27.7%	150	32.2%	27	33.3%	38	29.6%	14	23.8%	22	24.0%	7	37.3%	8	38.7%	5	25.0%	5	0.0%	0	23.2%	1
Once every two weeks	17.2%	93	8.7%	7	12.1%	14	24.0%	11	14.3%	13	32.1%	9	25.0%	5	16.7%	2	30.2%	6	50.0%	1	39.5%	2
Once a month	22.2%	120	12.2%	10	19.7%	23	13.4%	6	18.3%	17	23.4%	6	30.5%	7	12.2%	2	6.9%	1	0.0%	0	37.3%	2
Never	2.7%	15	2.2%	2	2.4%	3	1.5%	1	3.8%	4	4.1%	1	0.0%	0	4.0%	1	7.8%	1	0.0%	0	0.0%	0
(Don't know)	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.41</i>		<i>1.99</i>		<i>1.41</i>		<i>1.18</i>		<i>1.88</i>		<i>1.19</i>		<i>0.70</i>		<i>1.55</i>		<i>1.34</i>		<i>1.25</i>		<i>0.54</i>
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7

**Mean score: [Very Good = 2, Good = 2, Poor = -1, Very poor = -2]**

## Q04A Overall, how do you rate the following aspects of Cheltenham Town Centre? [PR]

*Those that visit Cheltenham Town Centre at Q03A*

### Range and choice of non-food shops

Very Good	34.2%	180	27.9%	23	28.5%	32	22.4%	10	26.4%	24	44.1%	12	33.9%	7	30.2%	4	32.0%	6	50.0%	1	67.8%	3
Good	58.7%	309	66.8%	55	56.3%	63	71.2%	32	65.5%	59	51.9%	14	62.7%	14	66.4%	9	59.6%	10	50.0%	1	32.3%	1
Poor	4.7%	25	2.4%	2	11.2%	13	2.2%	1	6.8%	6	4.0%	1	0.0%	0	1.3%	0	7.4%	1	0.0%	0	0.0%	0
Very poor	1.0%	5	1.5%	1	1.4%	2	0.8%	0	0.6%	1	0.0%	0	1.5%	0	1.0%	0	1.0%	0	0.0%	0	0.0%	0
Don't Know	1.4%	7	1.5%	1	2.5%	3	3.4%	2	0.6%	1	0.0%	0	2.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.22</i>		<i>1.19</i>		<i>1.02</i>		<i>1.16</i>		<i>1.11</i>		<i>1.36</i>		<i>1.30</i>		<i>1.25</i>		<i>1.14</i>		<i>1.50</i>		<i>1.68</i>
Weighted base:		527		82		112		45		90		26		22		14		17		2		4
Sample:		639		90		90		89		88		54		30		53		60		2		7

### Choice and quality of supermarkets

Very Good	19.3%	102	26.2%	22	25.8%	29	22.1%	10	8.3%	8	10.1%	3	28.9%	6	20.9%	3	26.1%	5	50.0%	1	37.0%	2
Good	47.1%	248	54.9%	45	41.3%	46	40.8%	18	56.4%	51	34.5%	9	44.5%	10	56.9%	8	45.2%	8	50.0%	1	37.3%	2
Poor	22.2%	117	9.8%	8	25.0%	28	26.0%	12	24.1%	22	42.9%	11	18.4%	4	17.2%	2	24.0%	4	0.0%	0	11.6%	1
Very poor	3.2%	17	4.8%	4	5.9%	7	3.6%	2	2.3%	2	2.1%	1	0.0%	0	4.0%	1	1.6%	0	0.0%	0	0.0%	0
Don't Know	8.2%	43	4.3%	4	2.0%	2	7.5%	3	8.9%	8	10.4%	3	8.2%	2	1.0%	0	3.1%	1	0.0%	0	14.1%	1
<i>Mean:</i>		<i>0.62</i>		<i>0.92</i>		<i>0.57</i>		<i>0.56</i>		<i>0.49</i>		<i>0.09</i>		<i>0.91</i>		<i>0.74</i>		<i>0.73</i>		<i>1.50</i>		<i>1.16</i>
Weighted base:		527		82		112		45		90		26		22		14		17		2		4
Sample:		639		90		90		89		88		54		30		53		60		2		7

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Choice and quality of service facilities (eg. Banks, building societies, and travel agents)</b>																						
Very Good	28.1%	148	22.7%	19	32.2%	36	27.6%	12	23.7%	21	39.0%	10	30.4%	7	23.0%	3	33.8%	6	50.0%	1	42.0%	2
Good	59.9%	315	69.1%	57	59.1%	66	67.5%	30	68.7%	62	50.7%	13	54.6%	12	71.0%	10	55.4%	10	50.0%	1	46.4%	2
Poor	4.1%	21	3.3%	3	5.7%	6	3.0%	1	6.3%	6	5.4%	1	0.0%	0	2.4%	0	2.7%	0	0.0%	0	0.0%	0
Very poor	0.5%	3	1.1%	1	0.7%	1	0.0%	0	0.6%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	7.4%	39	3.7%	3	2.3%	3	1.9%	1	0.6%	1	3.2%	1	15.0%	3	3.7%	1	8.1%	1	0.0%	0	11.6%	1
Mean:		1.20		1.13		1.19		1.22		1.09		1.24		1.36		1.19		1.31		1.50		1.48
Weighted base:		527		82		112		45		90		26		22		14		17		2		4
Sample:		639		90		90		89		88		54		30		53		60		2		7
<b>Range and choice of leisure / entertainment facilities</b>																						
Very Good	19.1%	101	18.3%	15	24.1%	27	14.8%	7	13.1%	12	7.4%	2	7.7%	2	18.0%	2	4.4%	1	0.0%	0	14.1%	1
Good	52.1%	275	56.3%	46	52.5%	59	49.7%	22	52.3%	47	71.7%	19	60.5%	13	65.5%	9	52.6%	9	100.0%	2	60.2%	3
Poor	13.9%	73	12.0%	10	13.4%	15	26.6%	12	22.0%	20	10.5%	3	0.0%	0	4.0%	1	23.4%	4	0.0%	0	0.0%	0
Very poor	0.9%	5	0.0%	0	0.9%	1	0.8%	0	2.7%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	13.9%	73	13.4%	11	9.1%	10	8.1%	4	9.9%	9	8.7%	2	31.7%	7	12.5%	2	19.6%	3	0.0%	0	25.7%	1
Mean:		0.87		0.94		0.94		0.56		0.57		0.80		1.11		1.12		0.47		1.00		1.19
Weighted base:		527		82		112		45		90		26		22		14		17		2		4
Sample:		639		90		90		89		88		54		30		53		60		2		7
<b>Accessibility by public transport</b>																						
Very Good	19.1%	100	24.0%	20	23.9%	27	8.0%	4	14.9%	13	24.3%	6	9.3%	2	2.9%	0	18.6%	3	50.0%	1	39.8%	2
Good	46.9%	247	38.1%	31	40.3%	45	54.3%	25	61.8%	56	59.1%	16	46.4%	10	46.4%	6	41.8%	7	50.0%	1	20.6%	1
Poor	8.2%	43	10.2%	8	8.6%	10	16.5%	7	5.5%	5	4.6%	1	16.1%	4	10.1%	1	9.2%	2	0.0%	0	0.0%	0
Very poor	4.6%	24	9.2%	8	0.7%	1	5.0%	2	1.3%	1	2.7%	1	4.7%	1	11.1%	2	18.8%	3	0.0%	0	27.9%	1
Don't Know	21.2%	112	18.4%	15	26.5%	30	16.3%	7	16.6%	15	9.3%	2	23.6%	5	29.5%	4	11.5%	2	0.0%	0	11.6%	1
Mean:		0.86		0.71		1.06		0.52		1.00		1.08		0.52		0.28		0.37		1.50		0.50
Weighted base:		527		82		112		45		90		26		22		14		17		2		4
Sample:		639		90		90		89		88		54		30		53		60		2		7
<b>Accessibility by car</b>																						
Very Good	14.2%	75	6.7%	6	9.7%	11	3.8%	2	14.8%	13	17.2%	5	28.9%	6	28.9%	4	9.4%	2	0.0%	0	25.7%	1
Good	57.3%	302	61.5%	51	48.9%	55	65.1%	29	46.8%	42	61.5%	16	64.9%	14	61.9%	8	59.9%	10	100.0%	2	46.4%	2
Poor	13.5%	71	13.1%	11	16.4%	18	26.2%	12	12.2%	11	10.5%	3	0.0%	0	3.7%	1	15.6%	3	0.0%	0	27.9%	1
Very poor	4.2%	22	4.2%	3	7.3%	8	2.0%	1	5.5%	5	4.6%	1	4.7%	1	1.0%	0	13.0%	2	0.0%	0	0.0%	0
Don't Know	10.8%	57	14.5%	12	17.7%	20	2.9%	1	20.7%	19	6.2%	2	1.5%	0	4.4%	1	2.1%	0	0.0%	0	0.0%	0
Mean:		0.72		0.63		0.45		0.44		0.67		0.81		1.15		1.19		0.38		1.00		0.70
Weighted base:		527		82		112		45		90		26		22		14		17		2		4
Sample:		639		90		90		89		88		54		30		53		60		2		7

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)												
<b>Adequacy of parking arrangements</b>																							
Very Good	8.9%	47	2	5.7%	6	2.2%	1	7.4%	7	5.6%	1	19.8%	4	6.6%	1	5.3%	1	0.0%	0	25.7%	1		
Good	43.4%	229	40	48.2%	39	42.7%	19	43.8%	40	36.3%	10	51.3%	11	62.4%	8	40.5%	7	50.0%	1	34.8%	2		
Poor	24.1%	127	14	17.3%	27	24.4%	16	24.3%	22	28.2%	7	18.0%	4	23.5%	3	37.0%	6	0.0%	0	11.6%	1		
Very poor	13.0%	69	15	14.7%	16	15.4%	7	6.8%	6	27.2%	7	9.4%	2	3.4%	0	14.1%	2	50.0%	1	27.9%	1		
Don't Know	10.6%	56	11	13.4%	23	3.6%	2	17.6%	16	2.7%	1	1.5%	0	4.1%	1	3.1%	1	0.0%	0	0.0%	0		
Mean:		0.13		-0.01		-0.10		-0.20		0.25		-0.36		0.55		0.47		-0.15		-0.50		0.19	
Weighted base:		527		82		112		45		90		26		22		14		17		2		4	
Sample:		639		90		90		89		88		54		30		53		60		2		7	
<b>Quality of the environment</b>																							
Very Good	23.7%	125	14	17.3%	22	22.6%	25	17.7%	8	18.6%	17	42.6%	11	3.0%	1	11.8%	2	23.0%	4	50.0%	1	39.8%	2
Good	68.9%	363	62	75.4%	62	66.5%	74	71.4%	32	72.9%	66	49.6%	13	88.4%	19	85.1%	12	65.0%	11	50.0%	1	60.2%	3
Poor	4.9%	26	4	4.7%	4	8.2%	9	10.0%	5	5.0%	4	5.4%	1	3.9%	1	2.1%	0	6.7%	1	0.0%	0	0.0%	0
Very poor	1.4%	8	2	1.9%	2	2.7%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Don't Know	1.1%	6	1	0.7%	1	0.0%	0	1.0%	0	1.0%	1	2.4%	1	4.7%	1	1.0%	0	1.0%	0	0.0%	0	0.0%	0
Mean:		1.10		1.02		0.98		0.98		1.01		1.33		0.95		1.08		0.97		1.50		1.40	
Weighted base:		527		82		112		45		90		26		22		14		17		2		4	
Sample:		639		90		90		89		88		54		30		53		60		2		7	
<b>Ease of pedestrian movement around the centre</b>																							
Very Good	27.1%	143	13	16.1%	28	28.0%	31	28.2%	13	23.4%	21	27.2%	7	34.2%	7	19.6%	3	22.2%	4	100.0%	2	88.4%	4
Good	66.6%	351	61	74.2%	61	66.7%	74	63.3%	29	70.2%	64	67.1%	18	57.1%	12	75.9%	10	61.7%	11	0.0%	0	11.6%	1
Poor	5.4%	28	6	6.7%	6	5.2%	6	5.8%	3	6.4%	6	4.0%	1	7.2%	2	3.4%	0	15.0%	3	0.0%	0	0.0%	0
Very poor	0.6%	3	2	2.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	0.4%	2	1	0.7%	1	0.0%	0	1.0%	0	0.0%	0	1.6%	0	0.0%	0	1.0%	0	1.0%	0	0.0%	0	0.0%	0
Mean:		1.15		0.96		1.18		1.12		1.11		1.19		1.15		1.13		0.92		2.00		1.88	
Weighted base:		527		82		112		45		90		26		22		14		17		2		4	
Sample:		639		90		90		89		88		54		30		53		60		2		7	
<b>The level of personal security and safety</b>																							
Very Good	20.4%	107	8	9.4%	20	20.0%	22	29.8%	13	16.6%	15	24.4%	6	16.7%	4	17.3%	2	32.9%	6	50.0%	1	60.5%	3
Good	71.3%	376	64	78.2%	64	70.4%	79	65.0%	29	78.5%	71	59.2%	16	79.9%	17	72.9%	10	57.4%	10	50.0%	1	39.5%	2
Poor	2.4%	13	1	1.7%	1	3.7%	4	1.5%	1	1.7%	1	8.4%	2	0.0%	0	2.9%	0	7.6%	1	0.0%	0	0.0%	0
Very poor	1.1%	6	4	4.9%	4	0.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	4.8%	25	5	5.8%	5	5.0%	6	2.5%	1	3.3%	3	8.0%	2	3.5%	1	6.8%	1	2.1%	0	0.0%	0	0.0%	0
Mean:		1.13		0.91		1.11		1.24		1.14		1.08		1.17		1.12		1.18		1.50		1.61	
Weighted base:		527		82		112		45		90		26		22		14		17		2		4	
Sample:		639		90		90		89		88		54		30		53		60		2		7	

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)		Zone 1B (Cheltenham NW)		Zone 1C (Cheltenham SE)		Zone 1D (Cheltenham SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswolds North)		Zone 3B (Winchcombe )		Zone 4 (Cotswolds South)		Zone 5A (Gloucester Central)		Zone 5B (Gloucester South)		
<i>The quality of evening entertainment</i>																						
Very Good	13.1%	69	9.0%	7	8.3%	9	8.8%	4	13.0%	12	13.0%	3	1.5%	0	15.4%	2	15.7%	3	0.0%	0	88.4%	4
Good	52.9%	279	67.0%	55	55.8%	62	53.3%	24	57.5%	52	60.8%	16	50.7%	11	57.4%	8	49.5%	9	100.0%	2	11.6%	1
Poor	6.8%	36	8.9%	7	4.4%	5	14.6%	7	9.9%	9	2.4%	1	2.4%	1	7.1%	1	8.1%	1	0.0%	0	0.0%	0
Very poor	0.8%	4	0.7%	1	0.9%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	26.4%	139	14.4%	12	30.6%	34	23.4%	11	16.9%	15	23.8%	6	45.5%	10	20.1%	3	26.8%	5	0.0%	0	0.0%	0
Mean:		0.96		0.87		0.95		0.73		0.82		1.11		0.94		1.01		0.99		1.00		1.88
Weighted base:		527		82		112		45		90		26		22		14		17		2		4
Sample:		639		90		90		89		88		54		30		53		60		2		7

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q05A</b> What would encourage you to visit Cheltenham Town Centre more often? [MR]																						
<i>Those that said 'Cheltenham' at Q01</i>																						
Nothing	51.0%	276	61.3%	52	50.5%	58	37.1%	17	47.0%	44	35.0%	10	63.6%	14	67.5%	10	36.6%	7	50.0%	1	48.9%	2
Better environment	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Better market facilities	0.7%	4	0.0%	0	0.9%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cafes / restaurants	3.6%	19	6.8%	6	0.0%	0	0.7%	0	7.8%	7	9.8%	3	2.4%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Better or more cinemas	0.4%	2	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	2.2%	12	2.4%	2	3.1%	4	1.9%	1	4.0%	4	1.0%	0	2.4%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	0.9%	5	0.0%	0	0.0%	0	2.1%	1	3.7%	3	1.3%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Better theatre facilities	0.9%	5	1.4%	1	0.0%	0	3.0%	1	1.6%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broader range of shops	4.1%	22	7.3%	6	3.9%	5	1.2%	1	5.4%	5	11.4%	3	7.1%	2	1.0%	0	2.2%	0	0.0%	0	0.0%	0
Cheaper public transport	1.6%	9	3.1%	3	0.0%	0	0.9%	0	2.9%	3	0.0%	0	0.0%	0	2.0%	0	2.4%	0	0.0%	0	0.0%	0
Less expensive parking	14.2%	77	7.9%	7	6.6%	7	19.3%	9	5.9%	6	19.3%	5	6.3%	1	19.3%	3	27.1%	5	50.0%	1	27.9%	1
More attractive town centre environment	1.2%	6	0.0%	0	1.1%	1	5.1%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
More leisure facilities generally	2.3%	13	0.0%	0	5.8%	7	3.0%	1	1.6%	1	1.6%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0
More parking	11.9%	64	3.9%	3	13.6%	16	2.6%	1	13.3%	12	21.1%	6	11.8%	3	6.4%	1	20.8%	4	0.0%	0	0.0%	0
More pedestrianisation	0.6%	3	0.0%	0	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.4%	18	1.4%	1	3.3%	4	4.9%	2	1.0%	1	9.8%	3	0.0%	0	2.5%	0	2.9%	1	0.0%	0	0.0%	0
Better public transport	1.5%	8	0.0%	0	2.1%	2	4.7%	2	1.9%	2	0.0%	0	0.0%	0	4.3%	1	1.0%	0	0.0%	0	0.0%	0
Easier access	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Free parking	2.0%	11	2.6%	2	3.9%	4	3.1%	1	0.8%	1	3.0%	1	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Improve the one-way system	0.3%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0
Improved pavements	0.6%	3	2.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	1.2%	6	0.0%	0	2.0%	2	1.9%	1	0.8%	1	0.0%	0	4.7%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0
More cycle lanes	0.5%	3	1.8%	2	0.0%	0	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More entertainment for families / children	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.9%	1	4.7%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0
More events / festivals / music	1.8%	10	0.0%	0	5.6%	6	0.0%	0	1.9%	2	0.0%	0	4.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
More varied markets	0.9%	5	0.0%	0	3.2%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	0
(Don't know)	4.0%	22	0.7%	1	5.3%	6	14.8%	7	4.9%	5	2.3%	1	2.0%	0	1.3%	0	1.6%	0	0.0%	0	14.1%	1
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q06A</b> What do you dislike about Cheltenham Town Centre? [MR]																						
<i>Those that said 'Cheltenham' at Q01</i>																						
Nothing	56.6%	306	55.8%	47	55.2%	63	53.2%	24	51.0%	48	35.8%	10	68.7%	15	72.0%	10	44.9%	9	0.0%	0	46.4%	2
Difficult to cross roads	0.0%	0	0.0%	0	0.0%	0	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 / cost of parking	17.8%	96	23.0%	19	17.1%	20	21.8%	10	15.7%	15	23.0%	6	9.0%	2	6.7%	1	29.3%	6	50.0%	1	42.0%	2
Lack of covered areas / weather protection	0.2%	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
Lack of safety / personal security / anti-social behaviour / graffiti	0.4%	2	0.0%	0	0.7%	1	1.5%	1	0.6%	1	0.0%	0	0.0%	0	1.3%	0	1.0%	0	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	2.0%	11	0.9%	1	3.7%	4	0.7%	0	1.4%	1	0.0%	0	4.7%	1	1.3%	0	7.8%	1	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	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	50.0%	1	0.0%	0
Poor bus services	0.4%	2	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.4%	1	0.0%	0	0.0%	0
Poor evening offer	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops / charity shops	1.6%	8	0.9%	1	2.0%	2	0.0%	0	1.0%	1	8.5%	2	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Poor sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	1
Too busy / crowded	0.8%	4	0.7%	1	0.9%	1	0.9%	0	1.4%	1	1.6%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home	0.0%	0	0.0%	0	0.0%	0	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 few pubs / quality restaurants / eating places	1.3%	7	0.0%	0	0.9%	1	0.0%	0	4.3%	4	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	4.6%	25	2.2%	2	4.4%	5	9.1%	4	4.9%	5	1.0%	0	4.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	4.6%	25	2.2%	2	7.1%	8	3.8%	2	8.8%	8	1.0%	0	2.4%	1	6.7%	1	8.5%	2	0.0%	0	0.0%	0
Other	5.8%	32	3.8%	3	6.7%	8	5.7%	3	8.8%	8	11.1%	3	2.4%	1	5.3%	1	2.4%	0	50.0%	1	0.0%	0
Don't like the pedestrianised areas	0.9%	5	0.7%	1	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
Empty shops	0.6%	3	0.0%	0	0.0%	0	2.8%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Lack of food stores	0.4%	2	0.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of pedestrianised areas	0.3%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
One way system	1.6%	9	1.8%	2	0.0%	0	4.5%	2	1.6%	1	0.0%	0	4.7%	1	0.0%	0	1.0%	0	0.0%	0	27.9%	1
Pavements needs fixing	1.0%	5	0.7%	1	1.8%	2	0.7%	0	0.6%	1	1.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Shopping areas too far apart	0.4%	2	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0	2.5%	0	1.0%	0	0.0%	0	0.0%	0
The building work	1.4%	8	5.6%	5	1.1%	1	0.0%	0	0.8%	1	3.1%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	0.5%	3	0.0%	0	1.4%	2	0.9%	0	0.6%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	9	5.6%	5	0.7%	1	0.0%	0	1.9%	2	2.6%	1	1.5%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q07A</b> Is Cheltenham your first choice destination for leisure and entertainment facilities? <i>Those that said 'Cheltenham' at Q01</i>																						
Yes	79.7%	431	94.9%	80	87.6%	100	87.0%	40	82.4%	77	84.5%	23	52.9%	12	84.9%	12	72.8%	14	50.0%	1	65.3%	3
No	19.7%	107	4.4%	4	11.7%	13	13.0%	6	17.6%	17	14.5%	4	42.4%	9	15.1%	2	23.8%	5	50.0%	1	34.8%	2
(Don't know)	0.6%	3	0.7%	1	0.7%	1	0.0%	0	0.0%	0	1.0%	0	4.7%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7
<b>Q08A</b> Have you used facilities in Cheltenham for the following in the last 12 months? [PR] <i>Those that said 'Cheltenham' at Q01</i>																						
<b>Pubs / Night Clubs</b>																						
Yes	58.4%	316	62.2%	52	58.0%	66	75.1%	34	74.9%	70	65.3%	18	37.2%	8	49.7%	7	55.8%	11	50.0%	1	65.3%	3
No	41.4%	224	37.8%	32	42.0%	48	24.9%	11	25.1%	24	31.6%	9	62.8%	14	50.3%	7	44.2%	8	50.0%	1	34.8%	2
Don't know	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	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7
<b>Restaurants</b>																						
Yes	82.4%	446	74.2%	62	79.6%	91	87.5%	40	88.3%	83	77.6%	21	75.6%	17	89.1%	13	71.9%	14	100.0%	2	100.0%	4
No	17.3%	94	24.9%	21	20.4%	23	12.5%	6	11.7%	11	19.3%	5	24.4%	5	10.9%	2	28.1%	5	0.0%	0	0.0%	0
Don't know	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7
<b>Cinema</b>																						
Yes	62.9%	341	52.2%	44	57.3%	66	73.5%	34	75.8%	71	65.2%	18	79.6%	17	75.1%	11	60.4%	11	100.0%	2	27.9%	1
No	36.9%	200	47.8%	40	42.7%	49	26.5%	12	24.2%	23	31.7%	9	20.4%	4	24.9%	4	39.6%	8	0.0%	0	72.1%	3
Don't know	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	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7
<b>Theatre</b>																						
Yes	47.3%	256	46.9%	39	39.5%	45	61.0%	28	60.5%	57	44.4%	12	55.6%	12	44.1%	6	50.1%	9	100.0%	2	88.4%	4
No	52.5%	284	53.1%	45	60.5%	69	39.0%	18	39.5%	37	52.5%	14	44.4%	10	55.9%	8	49.9%	9	0.0%	0	11.6%	1
Don't know	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	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Bingo</b>																						
Yes	1.2%	6	3.3%	3	0.0%	0	1.2%	1	2.9%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	98.7%	534	96.7%	81	100.0%	114	98.8%	45	97.1%	91	95.6%	26	100.0%	22	100.0%	14	100.0%	19	100.0%	2	100.0%	4
Don't know	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	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7
<b>Ten Pin Bowling</b>																						
Yes	23.2%	125	18.3%	15	20.4%	23	23.6%	11	27.3%	26	43.1%	12	26.5%	6	28.2%	4	13.7%	3	0.0%	0	0.0%	0
No	76.7%	415	81.7%	69	79.6%	91	76.4%	35	72.7%	68	53.8%	15	73.5%	16	71.8%	10	86.3%	16	100.0%	2	100.0%	4
Don't know	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	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7
<b>Sports facilities or a health club or gym</b>																						
Yes	24.7%	134	33.2%	28	30.7%	35	34.5%	16	34.6%	32	21.1%	6	4.7%	1	28.5%	4	24.5%	5	0.0%	0	0.0%	0
No	75.1%	407	66.8%	56	69.3%	79	64.8%	30	65.4%	62	75.8%	21	95.3%	21	71.5%	10	75.5%	14	100.0%	2	100.0%	4
Don't know	0.2%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7
<b>Museum or art gallery</b>																						
Yes	34.1%	185	42.0%	35	44.6%	51	50.3%	23	25.6%	24	24.9%	7	7.1%	2	27.4%	4	35.1%	7	50.0%	1	39.5%	2
No	65.6%	355	58.0%	49	55.4%	63	49.7%	23	73.7%	69	72.0%	20	92.9%	20	72.6%	10	64.9%	12	50.0%	1	60.5%	3
Don't know	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7
<b>Any of the festival venues</b>																						
Yes	43.0%	233	45.4%	38	41.6%	48	67.7%	31	46.7%	44	55.6%	15	43.6%	10	32.0%	5	63.8%	12	100.0%	2	39.5%	2
No	56.8%	308	54.6%	46	58.4%	67	32.3%	15	53.3%	50	41.3%	11	56.4%	12	68.0%	10	36.2%	7	0.0%	0	60.5%	3
Don't know	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	0.0%	0	0.0%	0
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q08X Have you used facilities in Cheltenham for any other reason in the last 12 months, if so what was it? [MR]</b>																						
<i>Those that said 'Cheltenham' at Q01</i>																						
Yes - Cheltenham Racecourse	0.9%	5	0.0%	0	0.7%	1	0.0%	0	1.2%	1	1.0%	0	0.0%	0	1.0%	0	1.0%	0	0.0%	0	0.0%	0
Yes - Church	1.0%	5	0.7%	1	0.9%	1	1.9%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Yes - Doctors / hospital	1.2%	6	0.7%	1	2.3%	3	5.1%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0
Yes - Event at the Town Hall	0.6%	4	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	1
Yes - Library	1.2%	6	3.0%	2	0.9%	1	3.6%	2	0.0%	0	1.3%	0	0.0%	0	2.3%	0	1.0%	0	0.0%	0	0.0%	0
Yes - Parks	3.9%	21	0.7%	1	8.4%	10	4.2%	2	4.2%	4	1.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0
Yes - Spa / swimming pool / lido	1.1%	6	0.9%	1	3.2%	4	0.9%	0	0.0%	0	0.0%	0	4.7%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	11	0.0%	0	1.8%	2	2.3%	1	1.4%	1	10.2%	3	1.5%	0	4.1%	1	1.9%	0	50.0%	1	0.0%	0
No	88.0%	477	94.0%	79	80.8%	92	82.0%	38	89.3%	84	86.5%	24	93.8%	21	84.5%	12	88.9%	17	50.0%	1	85.9%	4
Weighted base:		541		84		114		46		94		27		22		14		19		2		4
Sample:		668		93		93		91		92		56		30		57		67		2		7

**Mean score: [Number of visits per week]**

### Q03B How often do you visit Gloucester City Centre?

*Those that said 'Gloucester' at Q01*

Everyday	9.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	13	7.9%	4		
More than once a week	18.9%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	34.1%	36	14.0%	7		
Once a week	24.2%	118	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	19.2%	20	18.4%	9		
Once every two weeks	19.8%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	16	32.8%	15		
Once a month	24.5%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	15	22.9%	11		
Never	3.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	4.1%	2		
(Don't know)	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%	0		
<i>Mean:</i>		<i>1.46</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>2.00</i>		<i>1.88</i>		<i>1.25</i>
Weighted base:		489		0		0		0		1		0		0		0		0		105		47
Sample:		412		0		0		0		1		0		0		0		1		97		61

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
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Mean score: [Very Good = 2, Good = 2, Poor = -1, Very poor = -2]

### Q04B Overall, how do you rate the following aspects of Gloucester City Centre? [PR]

*Those that visit Gloucester City Centre at Q03B*

#### Range and choice of non-food shops

Very Good	6.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	4.3%	4	8.2%	4
Good	58.5%	277	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.3%	58	63.4%	28
Poor	29.2%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	31	21.9%	10
Very poor	3.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.8%	2
Don't Know	3.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	2.7%	1
<i>Mean:</i>		<i>0.36</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>1.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>2.00</i>		<i>0.35</i>		<i>0.52</i>
Weighted base:		474		0		0		0		1		0		0		0		0		100		45
Sample:		396		0		0		0		1		0		0		0		1		93		57

#### Choice and quality of supermarkets

Very Good	10.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	11.2%	11	13.7%	6
Good	53.6%	254	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.8%	58	61.4%	28
Poor	28.2%	134	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	27	20.7%	9
Very poor	2.7%	13	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%	1	3.3%	2
Don't Know	4.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.9%	0
<i>Mean:</i>		<i>0.44</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>-1.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>2.00</i>		<i>0.53</i>		<i>0.62</i>
Weighted base:		474		0		0		0		1		0		0		0		0		100		45
Sample:		396		0		0		0		1		0		0		0		1		93		57

#### Choice and quality of service facilities (eg. Banks, building societies, and travel agents)

Very Good	23.6%	112	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	0	14.7%	15	13.4%	6
Good	68.3%	324	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	78.6%	79	80.6%	36
Poor	4.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.9%	0
Very poor	0.9%	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	1.4%	1
Don't Know	3.0%	14	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%	2	3.8%	2
<i>Mean:</i>		<i>1.13</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>2.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>2.00</i>		<i>1.05</i>		<i>1.08</i>
Weighted base:		474		0		0		0		1		0		0		0		0		100		45
Sample:		396		0		0		0		1		0		0		0		1		93		57

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
<b>Range and choice of leisure / entertainment facilities</b>																				
Very Good	4.8%	23	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.9%	0
Good	45.6%	216	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	42.7%	43	50.8%	23
Poor	34.7%	165	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	35	37.0%	17
Very poor	3.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	11	0.0%	0
Don't Know	11.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7	11.4%	5
Mean:		0.14	0.00	0.00	0.00	2.00	0.00	0.00	0.00	1.00	-0.09	0.18								
Weighted base:		474	0	0	0	1	0	0	0	0	100	45								
Sample:		396	0	0	0	1	0	0	0	1	93	57								
<b>Accessibility by public transport</b>																				
Very Good	17.8%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	17	19.6%	9
Good	56.5%	268	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	54.7%	55	52.0%	23
Poor	11.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	7	20.3%	9
Very poor	3.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.4%	1
Don't Know	11.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	19.3%	19	6.8%	3
Mean:		0.85	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.96	0.73								
Weighted base:		474	0	0	0	1	0	0	0	0	100	45								
Sample:		396	0	0	0	1	0	0	0	1	93	57								
<b>Accessibility by car</b>																				
Very Good	17.1%	81	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	15.3%	15	17.5%	8
Good	65.1%	309	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	61.4%	61	76.8%	34
Poor	9.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	2.6%	1
Very poor	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Don't Know	7.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	17	2.2%	1
Mean:		0.96	0.00	0.00	0.00	2.00	0.00	0.00	0.00	1.00	1.03	1.10								
Weighted base:		474	0	0	0	1	0	0	0	0	100	45								
Sample:		396	0	0	0	1	0	0	0	1	93	57								
<b>Adequacy of parking arrangements</b>																				
Very Good	9.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	7.8%	8	14.2%	6
Good	56.5%	268	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	55.5%	56	58.5%	26
Poor	20.4%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	10	19.5%	9
Very poor	3.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7	2.0%	1
Don't Know	9.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	20	5.8%	3
Mean:		0.53	0.00	0.00	0.00	1.00	0.00	0.00	0.00	2.00	0.59	0.67								
Weighted base:		474	0	0	0	1	0	0	0	0	100	45								
Sample:		396	0	0	0	1	0	0	0	1	93	57								

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
<b>Quality of the environment</b>												
Very Good	4.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Good	58.7%	278	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	29
Poor	29.8%	141	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	11
Very poor	3.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Don't Know	4.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2
Mean:	0.32	0.00	0.00	0.00	1.00	0.00	0.00	0.00	1.00	0.24	0.46	
Weighted base:	474	0	0	0	1	0	0	0	0	100	45	
Sample:	396	0	0	0	1	0	0	0	1	93	57	
<b>Ease of pedestrian movement around the centre</b>												
Very Good	22.4%	106	0.0%	0	0.0%	0	100.0%	1	0.0%	0	29.4%	10
Good	70.7%	335	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.2%	30
Poor	4.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Very poor	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Don't Know	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Mean:	1.13	0.00	0.00	0.00	2.00	0.00	0.00	0.00	2.00	1.20	1.11	
Weighted base:	474	0	0	0	1	0	0	0	0	100	45	
Sample:	396	0	0	0	1	0	0	0	1	93	57	
<b>The level of personal security and safety</b>												
Very Good	9.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	3
Good	73.2%	347	0.0%	0	0.0%	0	100.0%	1	0.0%	0	65.0%	38
Poor	13.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	3
Very poor	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0
Don't Know	3.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Mean:	0.77	0.00	0.00	0.00	1.00	0.00	0.00	0.00	2.00	0.74	0.94	
Weighted base:	474	0	0	0	1	0	0	0	0	100	45	
Sample:	396	0	0	0	1	0	0	0	1	93	57	
<b>The quality of evening entertainment</b>												
Very Good	5.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5
Good	30.6%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	13
Poor	24.6%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	10
Very poor	6.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Don't Know	33.1%	157	0.0%	0	0.0%	0	100.0%	1	0.0%	0	28.0%	14
Mean:	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	-0.09	0.29	
Weighted base:	474	0	0	0	1	0	0	0	0	100	45	
Sample:	396	0	0	0	1	0	0	0	1	93	57	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
<b>Q05B</b> What would encourage you to visit Gloucester City Centre more often? [MR]																				
<i>Those that said 'Gloucester' at Q01</i>																				
Nothing	34.0%	166	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.6%	43	40.1%	19
Better environment	3.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.6%	4
Better market facilities	0.4%	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
Better or more cafes / restaurants	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	3.4%	4	1.1%	1
Better or more cinemas	0.6%	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	1.1%	1
Better or more niche / specialist shops	10.6%	52	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	9	3.2%	2
Better or more nightclub / pub facilities	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
Better theatre facilities	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.9%	1
Broader range of shops	25.6%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	26	22.5%	11
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Less expensive parking	6.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	3.7%	2
More attractive town centre environment	9.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	8.4%	4
More leisure facilities generally	5.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	3.5%	2
More parking	3.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.9%	2
More pedestrianisation	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
Other	3.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.7%	1
Better quality shops / less cheap shops	4.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	3.9%	2
Clean the streets	2.3%	11	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%	1
Free parking	2.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1
Improved Park & Ride	0.4%	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	1.1%	1
Less beggars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it safer	2.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7	0.0%	0
More entertainment / activities / events	4.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	10.2%	5
More live venues	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
(Don't know)	6.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	2.4%	1
Weighted base:		489		0		0		0		1		0		0		0		105		47
Sample:		412		0		0		0		1		0		0		0		97		61

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
<b>Q06B</b> What do you dislike about Gloucester City Centre? [MR]																				
<i>Those that said 'Gloucester' at Q01</i>																				
Nothing	38.3%	187	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.8%	44	32.2%	15
Difficult to cross roads	0.0%	0	0.0%	0	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 / cost of parking	3.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	2.1%	1
Lack of covered areas / weather protection	0.0%	0	0.0%	0	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 safety / personal security / anti-social behaviour / graffiti	6.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	8	5.6%	3
Not enough choice of shops / clothes shops	11.9%	58	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	13	7.5%	3
Poor accessibility / difficult to get to	0.8%	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
Poor bus services	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
Poor evening offer	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Poor facilities (e.g. seating, toilets)	0.6%	3	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
Poor quality shops / charity shops	10.5%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7	14.4%	7
Poor sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	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
Too busy / crowded	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	5.7%	3
Too far from home	0.0%	0	0.0%	0	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 few pubs / quality restaurants / eating places	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Traffic congestion	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Unattractive environment / streets dirty / litter	23.0%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	17	16.3%	8
Other	7.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	6.8%	7	9.6%	5
Bus station needs improving	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Kings Square needs improving	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	3.4%	2
Needs a refurb / updating	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	3.0%	1
Needs more greenery	0.8%	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
No atmosphere	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Too many charity workers	1.4%	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	5.7%	3
Too many empty shops	6.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	18	1.3%	1
Too many seagulls	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
(None mentioned)	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
(Don't know)	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Weighted base:		489		0		0		1		0		0		0		0		105		47
Sample:		412		0		0		1		0		0		0		1		97		61



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
<b>Q07B</b> Is Gloucester your first choice destination for leisure and entertainment facilities? <i>Those that said 'Gloucester' at Q01</i>																				
Yes	50.8%	248	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	66.0%	69	55.5%	26
No	47.7%	233	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	33.3%	35	36.6%	17
(Don't know)	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.9%	4
Weighted base:		489		0		0		1		0		0		0		0	105		47	
Sample:		412		0		0		1		0		0		0		1	97		61	
<b>Q08B</b> Have you used facilities in Gloucester for the following in the last 12 months? [PR] <i>Those that said 'Gloucester' at Q01</i>																				
<b>Pubs / Night Clubs</b>																				
Yes	54.9%	268	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	0	56.3%	59	57.7%	27
No	44.9%	219	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	45	42.3%	20
Don't know	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Weighted base:		489		0		0		1		0		0		0		0	105		47	
Sample:		412		0		0		1		0		0		0		1	97		61	
<b>Restaurants</b>																				
Yes	71.9%	351	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	0	74.4%	78	68.5%	32
No	28.1%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	27	31.5%	15
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		489		0		0		1		0		0		0		0	105		47	
Sample:		412		0		0		1		0		0		0		1	97		61	
<b>Cinema</b>																				
Yes	52.7%	257	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	53.2%	56	62.7%	29
No	47.3%	231	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	46.8%	49	37.3%	17
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		489		0		0		1		0		0		0		0	105		47	
Sample:		412		0		0		1		0		0		0		1	97		61	
<b>Theatre</b>																				
Yes	7.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	11	7.7%	4
No	92.2%	451	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	0	89.6%	94	92.3%	43
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		489		0		0		1		0		0		0		0	105		47	
Sample:		412		0		0		1		0		0		0		1	97		61	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
<b>Bingo</b>																				
Yes	4.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	3.4%	4	6.6%	3
No	96.0%	469	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	96.6%	101	93.4%	44
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		489		0		0		0		0		0		0		0		105		47
Sample:		412		0		0		0		0		0		0		1		97		61
<b>Ten Pin Bowling</b>																				
Yes	21.7%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	35	16.9%	8
No	78.1%	381	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	0	66.5%	70	83.1%	39
Don't know	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
Weighted base:		489		0		0		0		1		0		0		0		105		47
Sample:		412		0		0		0		1		0		0		1		97		61
<b>Sports facilities or a health club or gym</b>																				
Yes	24.2%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%	36	41.0%	19
No	75.8%	370	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	0	65.5%	68	59.0%	28
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		489		0		0		0		1		0		0		0		105		47
Sample:		412		0		0		0		1		0		0		1		97		61
<b>Museum or art gallery</b>																				
Yes	28.2%	138	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	0	37.1%	39	16.0%	7
No	71.6%	350	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.9%	66	84.0%	39
Don't know	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
Weighted base:		489		0		0		0		1		0		0		0		105		47
Sample:		412		0		0		0		1		0		0		1		97		61
<b>Any of the festival venues</b>																				
Yes	34.4%	168	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	0	40.8%	43	37.4%	17
No	65.6%	321	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.2%	62	62.6%	29
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		489		0		0		0		1		0		0		0		105		47
Sample:		412		0		0		0		1		0		0		1		97		61

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
<b>Q08Y Have you used facilities in Gloucester for any other reason in the last 12 months, if so what was it? [MR]</b>												
<i>Those that said 'Gloucester' at Q01</i>												
Yes - Cathedral / church	4.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Yes - Doctors / hospital	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Farmers market	1.4%	7	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Yes - Library	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Parks	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Yes - Gloucester Rugby	2.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Yes - Visit the docks / boating	2.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Other	3.0%	15	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.8%	0
No	83.3%	407	0.0%	0	0.0%	0	0.0%	0	0.0%	0	85.2%	39
Weighted base:		489		0		0		1		0		47
Sample:		412		0		0		1		0		61

**Mean score: [Number of visits per week]**

### Q03C How often do you visit Tewkesbury Town Centre?

*Those that said 'Tewkesbury' at Q01*

Everyday	28.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	48.0%	36	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0
Once a week	18.0%	14	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Once every two weeks	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		3.12		0.00		0.00		2.00		0.00		0.00
Weighted base:		76		0		0		0		1		0
Sample:		64		0		0		1		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
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Mean score: [Very Good = 2, Good = 2, Poor = -1, Very poor = -2]

### Q04C Overall, how do you rate the following aspects of Tewkesbury Town Centre? [PR]

*Those that visit TewkesburyTown Centre at Q03C*

#### Range and choice of non-food shops

Very Good	0.5%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good	36.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	42.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	12.6%	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%
Don't Know	7.3%	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%
<i>Mean:</i>		-0.33		0.00		0.00		2.00		0.00		1.00		0.00		0.00		0.00		0.00		0.00	0.00
Weighted base:		75		0		0		0		0		1		0		0		0		0		0	0
Sample:		63		0		0		1		0		2		0		0		0		0		0	0

#### Choice and quality of supermarkets

Very Good	3.0%	2	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	41.3%	31	0.0%	0	0.0%	0	0.0%	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	49.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	4.7%	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%
Don't Know	1.8%	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%
<i>Mean:</i>		-0.12		0.00		0.00		2.00		0.00		-1.00		0.00		0.00		0.00		0.00		0.00	0.00
Weighted base:		75		0		0		0		0		1		0		0		0		0		0	0
Sample:		63		0		0		1		0		2		0		0		0		0		0	0

#### Choice and quality of service facilities (eg. Banks, building societies, and travel agents)

Very Good	20.1%	15	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	59.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	11.3%	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%
Very poor	5.0%	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%
Don't Know	4.4%	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%
<i>Mean:</i>		0.82		0.00		0.00		2.00		0.00		1.00		0.00		0.00		0.00		0.00		0.00	0.00
Weighted base:		75		0		0		0		0		1		0		0		0		0		0	0
Sample:		63		0		0		1		0		2		0		0		0		0		0	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)												
<b>Range and choice of leisure / entertainment facilities</b>																							
Very Good	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good	43.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	29.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	16.7%	13	0.0%	0	0.0%	0	0.0%	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	9.1%	7	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		-0.19	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Accessibility by public transport</b>																							
Very Good	16.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	59.0%	44	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	8.2%	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	0.0%
Very poor	2.6%	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%
Don't Know	13.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		0.91	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Accessibility by car</b>																							
Very Good	18.8%	14	0.0%	0	0.0%	0	0.0%	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	57.7%	43	0.0%	0	0.0%	0	100.1%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	10.3%	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%
Very poor	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%
Don't Know	12.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		0.97	0.00	0.00	1.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Adequacy of parking arrangements</b>																							
Very Good	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	43.2%	32	0.0%	0	0.0%	0	100.1%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	29.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	13.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't Know	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		-0.02	0.00	0.00	1.00	0.00	1.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Quality of the environment</b>																						
Very Good	27.9%	21	0.0%	0	0.0%	0	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	60.1%	45	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	10.9%	8	0.0%	0	0.0%	0	100.1%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	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
Don't Know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.03	0.00	0.00	-1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Ease of pedestrian movement around the centre</b>																						
Very Good	15.4%	11	0.0%	0	0.0%	0	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	74.7%	56	0.0%	0	0.0%	0	100.1%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.7%	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
Don't Know	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.96	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>The level of personal security and safety</b>																						
Very Good	23.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	66.5%	50	0.0%	0	0.0%	0	100.1%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	3.6%	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
Very poor	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
Don't Know	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.14	0.00	0.00	1.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>The quality of evening entertainment</b>																						
Very Good	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	33.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	24.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	37.6%	28	0.0%	0	0.0%	0	100.1%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.08	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
<b>Q05C</b> What would encourage you to visit Tewkesbury Town Centre more often? [MR]																				
<i>Those that said 'Tewkesbury' at Q01</i>																				
Nothing	19.4%	15	0.0%	0	0.0%	0	100.1%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better 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	0.0%	0	0.0%	0
Better 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	0.0%	0	0.0%	0
Better or more cafes / restaurants	7.4%	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
Better or more cinemas	0.0%	0	0.0%	0	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 or more niche / specialist shops	40.2%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more nightclub / pub 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	0.0%	0
Better theatre 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	0.0%	0
Broader range of shops	54.8%	42	0.0%	0	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 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	0.0%	0
Less expensive parking	5.8%	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
More attractive town centre environment	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities generally	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	9.3%	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
(Don't know)	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		0		0		1		0		0		0		0		0
Sample:		64		0		0		1		0		2		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
<b>Q06C</b> What do you dislike about Tewkesbury Town Centre? [MR]											
<i>Those that said 'Tewkesbury' at Q01</i>											
Nothing	26.9%	20	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%
Difficult to cross roads	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack / cost of parking	20.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of covered areas / weather protection	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of safety / personal security / anti-social behaviour / graffiti	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Not enough choice of shops / clothes shops	29.2%	22	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%
Poor accessibility / difficult to get to	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor evening offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor facilities (e.g. seating, toilets)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor quality shops / charity shops	38.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prices too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too busy / crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too far from home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too few pubs / quality restaurants / eating places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Traffic congestion	7.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Unattractive environment / streets dirty / litter	4.7%	4	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%
Other	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pavements need improving	3.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%
Road layout is poorly designed	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many empty shops (None mentioned)	6.5%	5	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	76		0	0	0	0	1	0	0	0	0
Sample:	64		0	0	1	0	2	0	0	0	0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)										
<b>Q07CIs Tewkesbury your first choice destination for leisure and entertainment facilities?</b>																					
<i>Those that said 'Tewkesbury' at Q01</i>																					
Yes	32.9%	25	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
No	66.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	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%
Weighted base:		76		0		0		0		1		0		0		0		0		0	
Sample:		64		0		0		1		0		2		0		0		0		0	
<b>Q08Have you used facilities in Tewkesbury for the following in the last 12 months? [PR]</b>																					
<i>Those that said 'Tewkesbury' at Q01</i>																					
<b>Pubs / Night Clubs</b>																					
Yes	62.4%	47	0.0%	0	0.0%	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	37.6%	29	0.0%	0	0.0%	0	100.1%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		76		0		0		0		1		0		0		0		0		0	
Sample:		64		0		0		1		0		2		0		0		0		0	
<b>Restaurants</b>																					
Yes	62.5%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	37.5%	28	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		76		0		0		0		1		0		0		0		0		0	
Sample:		64		0		0		1		0		2		0		0		0		0	
<b>Cinema</b>																					
Yes	27.2%	21	0.0%	0	0.0%	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	72.8%	55	0.0%	0	0.0%	0	100.1%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		76		0		0		0		1		0		0		0		0		0	
Sample:		64		0		0		1		0		2		0		0		0		0	
<b>Theatre</b>																					
Yes	38.3%	29	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	61.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		76		0		0		0		1		0		0		0		0		0	
Sample:		64		0		0		1		0		2		0		0		0		0	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
<b>Bingo</b>																				
Yes	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
No	98.9%	75	0.0%	0	0.0%	0	100.1%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		0		0		1		0		0		0		0		0
Sample:		64		0		0		1		2		0		0		0		0		0
<b>Ten Pin Bowling</b>																				
Yes	0.0%	0	0.0%	0	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	100.0%	76	0.0%	0	0.0%	0	100.1%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		0		0		1		0		0		0		0		0
Sample:		64		0		0		1		2		0		0		0		0		0
<b>Sports facilities or a health club or gym</b>																				
Yes	44.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	55.6%	42	0.0%	0	0.0%	0	100.1%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		0		0		1		0		0		0		0		0
Sample:		64		0		0		1		2		0		0		0		0		0
<b>Museum or art gallery</b>																				
Yes	15.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	83.4%	63	0.0%	0	0.0%	0	100.1%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	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
Weighted base:		76		0		0		0		1		0		0		0		0		0
Sample:		64		0		0		1		2		0		0		0		0		0
<b>Any of the festival venues</b>																				
Yes	34.4%	26	0.0%	0	0.0%	0	100.1%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	65.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		0		0		1		0		0		0		0		0
Sample:		64		0		0		1		2		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
<b>Q08Z Have you used facilities in Tewkesbury for any other reason in the last 12 months, if so what was it? [MR]</b>												
<i>Those that said 'Tewkesbury' at Q01</i>												
Yes - swimming	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	18.5%	14	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0
No	76.7%	58	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0
Weighted base:		76		0		0		1		0		0
Sample:		64		0		0		1		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
<b>Q09 Now thinking about non-food shopping, where did you last buy clothing, footwear or other fashion goods?</b>												
Bath	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	0.4%	9	0.7%	1	0.0%	0	1.4%	1	0.0%	6	0.0%	0
Bristol	2.5%	51	4.6%	4	0.8%	1	0.0%	0	0.8%	1	0.8%	0
Cardiff	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham TOWN CENTRE	28.0%	563	79.4%	71	67.6%	85	67.1%	33	79.1%	79	54.2%	25
Chepstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	2.2%	44	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Coleford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway	3.3%	66	1.1%	1	4.3%	5	1.1%	1	0.0%	0	0.0%	0
Dursley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham TOWN CENTRE	2.3%	47	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	16.5%	331	0.0%	0	0.8%	1	0.7%	0	2.7%	3	4.0%	2
Gloucester Quays (outlet centre), Gloucester	6.5%	130	0.0%	0	1.8%	2	0.7%	0	2.3%	2	2.4%	1
Great Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford TOWN CENTRE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Link	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.4%	8	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Pershore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	2.6%	52	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Ross on Wye	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	3.6%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon TOWN CENTRE	1.0%	21	0.0%	0	0.0%	0	2.1%	1	0.6%	1	0.0%	0
Tewkesbury	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Winchcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Worcester CITY CENTRE	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Internet / Mail order	9.2%	184	8.0%	7	11.5%	14	6.3%	3	5.7%	6	7.2%	3
Abroad	0.4%	7	1.7%	2	0.0%	0	0.9%	0	0.0%	0	1.6%	1
Asda, Bruton Way, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hatherley Lane, Cheltenham	0.2%	4	0.0%	0	0.6%	1	0.0%	0	2.6%	3	0.8%	0
Banbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Barnwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Bridgend Designer Outlet,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
The Derwen, Bridgend											
Broadway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Brockworth	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Burnham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canterbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.7%	13	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%
Chipping Campden	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Clifton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cwmbran	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Darlington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Durham	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Edinburgh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Evesham County Park, Evesham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Evesham Retail Park, Evesham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallagher Retail Park, Cheltenham	2.0%	40	0.0%	0	4.7%	6	0.9%	0	1.8%	2	10.1%
Greenbridge Retail Park, Garrard Way, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrogate	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Highfield Garden World, Bristol Road, Whitminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inverness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingfisher Shopping Centre, Redditch	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Meadow Retail Area, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingsditch Retail Park, Cheltenham	0.1%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.6%
Labels Shopping Outlet, Ledbury Road, Ross-on-Wye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leckhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maybird Shopping Park, Stratford upon Avon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%
Milton Keynes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%
Moreton-in-Marsh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport Retail Park, Spytty Road, Newport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newquay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Oban, Scotland	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
Olney	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Swindon	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	0.1%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.0%	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	0.0%	0	0.0%	0
Redditch	0.4%	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
Sainsbury's, Barnett Way, Barnwood, Gloucester	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
Sainsbury's, Dudbridge, Stroud	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham	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
Sainsbury's, Loxley Road, Wellesbourne	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
Sainsbury's, Priors Road, Oakley, Cheltenham	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
St Ives	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
Stonehouse	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
Swindon Designer Outlet, Swindon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Swindon Village, Cheltenham	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
Taunton	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
Tenby	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
Tesco Superstore, Colletts Drive, Cheltenham	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	0.0%	0	0.0%	0
Thornbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toddington	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
Trago Mills, Arwenack Street, Falmouth	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
Watford	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
Weston-super-Mare	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
Weybridge	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	0.0%	0	0.0%	0
Witney	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wotton-under-Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yate	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
(Don't do)	1.1%	23	1.5%	1	1.6%	2	0.7%	0	2.3%	2	3.2%	1	0.5%	0	1.9%	0	1.8%	1	1.3%	1	0.5%	0
(Can't remember)	2.6%	51	1.3%	1	0.6%	1	2.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.4%	1	2.6%	3	2.8%	2
Weighted base:	2009		89		126		49		100		47		65		22		30		108		78	
Sample:	2008		100		100		101		100		103		100		100		101		100		100	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q10 Where did you last buy books, CDs and DVDs?</b>																						
Asda, Bruton Way, Gloucester	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	1.0%	1	0.5%	0
Sainsburys, Barnett Way, Barnwood, Gloucester	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
Sainsburys, Tewkesbury Road, Cheltenham	0.6%	12	0.0%	0	3.7%	5	0.0%	0	4.0%	4	1.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Colletts Drive, Cheltenham	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	0.2%	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	2.3%	2
Tesco, St Oswalds Road, Gloucester	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	1.5%	1
Abbeylea District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeylea)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road, Cheltenham	0.1%	2	0.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley District Centre, Bristol Road, Gloucester	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	0.5%	0
Bath	0.1%	3	0.7%	1	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
Birmingham	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
Bishops Cleeve	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	7	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.7%	14	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	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%	0	0.0%	0
Cheltenham TOWN CENTRE	15.0%	302	39.3%	35	43.3%	55	50.1%	25	41.6%	41	32.4%	15	17.9%	12	29.5%	7	38.8%	12	1.0%	1	0.8%	1
Chepstow	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
Cirencester	2.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	10.1%	3	0.0%	0	0.0%	0
Coleford	0.3%	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
Cribbs Causeway	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dursley	0.3%	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
Evesham TOWN CENTRE	2.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	11.2%	224	0.0%	0	0.0%	0	0.7%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	37.5%	40	24.5%	19
Gloucester Quays (outlet centre), Gloucester	1.0%	20	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.5%	0
Great Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford TOWN CENTRE	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%	0	0.0%	0
Lydney	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.2%	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
Nailsworth	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
Newport	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
Oxford	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
Pershire	0.4%	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Quedgeley (district centre), Gloucester	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7	4.4%	3		
Ross on Wye	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stow on the Wold	0.0%	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	0.0%	0		
Stratford upon Avon	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0		
Stroud	2.4%	49	0.0%	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		
Swindon TOWN CENTRE	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%	0		
Tewkesbury	1.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.0%	0	0.0%	0	0.0%	0		
Winchcombe	0.1%	2	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		
Worcester CITY CENTRE	0.4%	8	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		
Internet / Mail order	35.7%	717	37.7%	34	29.2%	37	32.2%	16	36.1%	36	32.7%	15	34.5%	22	28.6%	6	29.7%	9	26.8%	29	52.2%	41
Abroad	0.1%	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%	0		
Asda, Hatherley Lane, Cheltenham	0.2%	3	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		
Banbury	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		
Berkeley	0.0%	0	0.0%	0	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 Airport, Birmingham	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		
Bourton-on the-Water	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		
Broadway	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		
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0		
Cheltenham Racecourse Car Boot Sale, Evesham Road, Cheltenham	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Coventry	0.0%	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	0.0%	0		
Evesham County Park, Evesham	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		
Gallagher Retail Park, Cheltenham	0.2%	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		
Hempsted	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		
Kingsditch Retail Park, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0		
Lindon, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		
Liverpool	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		
London Stanstead Airport, Stansted	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		
Maybird Shopping Park, Stratford upon Avon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0		
Menstrie	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		
Moreton-in-Marsh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0		
Newent	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		
Redditch	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		
Ruardean	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		
Sainsbury's, Dudbridge, Stroud	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Gallagher Retail Park, Tewkesbury Road,	0.1%	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		



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
Cheltenham Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
St Ives	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonehouse	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gloucester Business Park, Delta Way, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Bishops Cleeve	0.1%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.8%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Tesco Superstore, High Street, Cam, Dursley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Orchard Lane, Ledbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Worcester Road, Evesham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
(Don't do)	14.8%	297	20.0%	18	12.9%	16	10.4%	5	13.7%	14	11.9%	6
(Can't remember)	2.1%	42	0.7%	1	6.9%	9	2.4%	1	0.0%	0	0.9%	0
Weighted base:	2009		89		126		49		100		47	
Sample:	2008		100		100		101		100		103	
			65						22		30	
			108						101		100	
			78								78	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
<b>Q11 Where did you last buy small household goods such as home furnishings, glass and china items, jewellery and watches ?</b>																				
AHF Home Furnishings, Gloucester Retail Park, Gloucester	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
Allied Carpets, Gallagher Retail Park, Cheltenham	0.1%	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%	0
B&Q, Golden Valley Retail Park, Hatherley Lane, Cheltenham	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
B&Q, St Oswalds, Gloucester	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Carpwright, Gallagher Retail Park, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corinium Carpets, Kingsditch Lane, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Gallagher Retail Park, Cheltenham	0.5%	11	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Harveys, Kingsditch Retail Park, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Sense, St Oswalds Retail Park, Gavel Way, Gloucester	1.0%	20	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.6%	4	0.0%	0
Homebase, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tewkesbury Road, Centrum Park, Cheltenham	0.3%	5	1.7%	2	1.0%	1	0.7%	0	1.8%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Land of Leather, Gallagher Retail Park, Cheltenham	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lee Longlands, Bath Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kingsditch Retail Park, Tewkesbury Road, Cheltenham	1.0%	20	0.0%	0	0.0%	0	3.5%	2	3.0%	3	2.1%	1	0.0%	0	0.8%	0	1.8%	1	0.0%	0
Mays World of Carpets, Gallagher Retail Park, Cheltenham	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
SCS Sofas, Kingsditch Retail Park, Cheltenham	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
SCS, St Oswald's Park, Gloucester	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	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
Birmingham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	0.3%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Bristol	3.4%	68	6.7%	6	0.0%	0	0.9%	0	0.0%	0	2.7%	1	8.6%	6	0.0%	0	5.1%	2	0.0%	0	7.9%	6
Cardiff	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
Cheltenham TOWN CENTRE	14.4%	289	41.4%	37	32.3%	41	41.6%	21	37.5%	37	32.6%	15	19.6%	13	31.3%	7	19.7%	6	3.6%	4	0.0%	0
Chepstow	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
Cirencester	2.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	12.2%	4	0.0%	0	0.0%	0
Coleford	0.2%	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
Cribbs Causeway	2.2%	45	1.3%	1	0.0%	0	0.7%	0	1.7%	2	0.8%	0	0.0%	0	0.6%	0	1.0%	0	0.8%	1	3.5%	3
Dursley	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%	0	0.0%	0
Evesham TOWN CENTRE	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	11.7%	236	0.7%	1	3.5%	4	0.7%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	32.5%	35	17.3%	14
Gloucester Quays (outlet centre), Gloucester	2.1%	42	2.0%	2	0.8%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	9	6.0%	5
Hereford TOWN CENTRE	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
Lydney	0.3%	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
Monmouth	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
Newport	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
Pershore	0.2%	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
Quedgeley (district centre), Gloucester	1.8%	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	6.0%	6	10.6%	8
Ross on Wye	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow on the Wold	0.1%	2	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	0.6%	1
Stratford upon Avon	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon TOWN CENTRE	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	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
Worcester CITY CENTRE	0.5%	9	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
Internet / Mail order	10.5%	211	8.3%	7	7.1%	9	9.8%	5	6.6%	7	5.1%	2	18.4%	12	6.8%	2	5.2%	2	9.9%	11	17.2%	13
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Living, Maybird Retail Park, Stratford-upon-Avon	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
Asda, Bruton Way, Gloucester	0.3%	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
Asda, Hatherley Lane, Cheltenham	0.1%	2	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Down	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
B&Q, Four Pools Retail Park, Evesham	0.1%	2	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
Banbury	0.0%	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	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.1%	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	0.0%	0	0.0%	0
Barnwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Berkeley	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
Birmingham Airport, Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Brockworth	0.4%	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
Central London	0.1%	1	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	0.0%	0
Cheltenham	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coney Hill	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
Coventry	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
Currys, Tewkesbury Road, Cheltenham	0.4%	9	0.9%	1	6.2%	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
Dunelm Mill, Centrum Retail Park, Cheltenham	0.3%	5	0.0%	0	0.8%	1	1.8%	1	0.8%	1	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Elgar Retail Park, Blackpole Road, Worcester	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
Dunelm Mill, Westgate Retail Park, Westgate, Gloucester	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.5%	1		
Eastern Avenue Retail Park, Gloucester	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.5%	0		
Evesham Retail Park, Evesham	0.2%	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
Frampton-on-Severn Gallagher Retail Park, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Retail Park, Eastern Avenue, Gloucester	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
Greenbridge Retail Park, Garrard Way, Swindon	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
Harveys, Eastern Avenue Retail Park, Gloucester	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
Hempsted	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0		
High Wycombe	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
Highfield Garden World, Bristol Road, Whitminster	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%	0	3.4%	3
Home Sense, Gallagher Retail Park, Cheltenham	0.1%	2	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
Homebase, Centrum Park, Kingsditch Lane, Cheltenham	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
Ikea, Croft Road, Coventry	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Bristol	0.6%	12	0.0%	0	4.3%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ikea, Park Lane, Wednesbury, Birmingham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Tewkesbury Road, Cheltenham	1.3%	27	0.0%	0	5.6%	7	0.9%	0	7.7%	8	1.7%	1	1.6%	1	3.9%	1	0.6%	0	0.0%	0	0.0%	0
Kingsholm	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0		

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Laura Ashley, Blooms of Bressingham, Bath Road, Haresfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham	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
Longlevens	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
Mannington Retail Park, Swindon	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
Maybird Shopping Park, Stratford upon Avon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	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
Minehead	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham	0.2%	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
Morrisons, Station Street, Ross On Wye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newent	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
Newquay	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
Newton Abbot	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Gallagher Retail Park, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Northleach	0.1%	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	0.0%	0	0.0%	0
Oak Furniture Land, Gallagher Retail Park, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakland Furniture, Gallagher Retail Park, Cheltenham	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%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon	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%	0	0.0%	0
Porthcawl	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
Sainsbury's, Barnett Way, Barnwood, Gloucester	0.2%	3	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
Sainsbury's, Dudbridge, Stroud	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%	0	0.0%	0
Sainsbury's, Gallagher Retail Park, Cheltenham	0.3%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priors Road, Oakley, Cheltenham	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
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.2%	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
Solihull	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
Southwold	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Oswalds Retail Park, Gloucester	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.5%	0
Stonehouse	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)		Zone 1B (Cheltenham NW)		Zone 1C (Cheltenham SE)		Zone 1D (Cheltenham SW)		Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)		Zone 3B (Winchcombe )		Zone 4 (Cotswolds South)		Zone 5A (Gloucester Central)		Zone 5B (Gloucester South)			
Sutton Coldfield	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
Swindon Village, Cheltenham	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
TK Maxx, Maybird Retail Park, Stratford upon Avon	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
Taunton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	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	1.0%	1	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	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
Tesco Extra, Quedgeley District Centre, Bristol Road, Gloucester	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%	0	1.8%	1
Tesco Superstore, Church Road, Bishops Cleeve	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
Tesco Superstore, High Street, Cam, Dursley	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
Tesco Superstore, Worcester Road, Evesham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Orbital Shopping Park, Swindon	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
The Original Factory Shop, Cashes Green Road, Stroud	0.3%	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
The Range, Gloucester Retail Park, Eastern Avenue, Gloucester	0.3%	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	0.8%	1	0.0%	0
The Range, Tewkesbury Road, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose/John Lewis, Honeybourne Way, Cheltenham	0.2%	3	0.7%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.7%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Gloucester	0.2%	4	0.0%	0	0.6%	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
Whitminster	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
Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wotton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do)	15.7%	315	27.0%	24	17.3%	22	20.1%	10	17.3%	17	13.3%	6	18.4%	12	28.8%	6	34.3%	10	17.2%	19	13.7%	11
(Can't remember)	7.8%	156	3.1%	3	7.5%	9	6.3%	3	9.9%	10	0.6%	0	1.7%	1	4.3%	1	11.5%	3	2.5%	3	8.6%	7
Weighted base:	2009		89	126	49	100	47	65	22	30	108	78										
Sample:	2008		100	100	101	100	103	100	100	101	100	100										

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q12 Where did you last buy goods such as toys, games, bicycles, pets and pet products and other recreational goods?</b>																						
Asda, Bruton Way, Gloucester	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	4.4%	5	0.0%	0
B&Q, Golden Valley Retail Park, Hatherley Lane, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kingsditch Retail Park, Tewkesbury Road, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Barnett Way, Barnwood, Gloucester	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
Sainsburys, Tewkesbury Road, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Gateway Retail Park, Tewkesbury Road, Cheltenham	2.4%	49	3.1%	3	12.5%	16	1.1%	1	6.3%	6	0.6%	0	1.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Colletts Drive, Cheltenham	0.2%	4	0.0%	0	2.9%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	0.4%	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	6.3%	5
Tesco, St Oswalds Road, Gloucester	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
Waitrose/John Lewis, Honeybourne Way, Cheltenham	0.2%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbeyle District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeyle)	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%	0	0.0%	0
London Road/Charlton Kings/"Sixways", Cheltenham	0.0%	1	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
Quedgeley District Centre, Bristol Road, Gloucester	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	1.1%	1	2.4%	2
Birmingham	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
Bishops Cleeve	0.2%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Cardiff	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
Cheltenham TOWN CENTRE	10.7%	215	22.7%	20	18.9%	24	36.3%	18	40.5%	40	21.5%	10	24.3%	16	25.0%	6	18.0%	5	2.3%	2	0.8%	1
Chepstow	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
Cinderford	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
Cirencester	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	9.6%	3	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
Coleford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway	1.0%	20	0.7%	1	0.0%	0	0.0%	0	0.6%	0	1.0%	0
Dursley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham TOWN CENTRE	2.2%	45	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Gloucester CITY CENTRE	10.6%	213	0.0%	0	2.5%	3	0.7%	0	2.7%	3	0.0%	0
Gloucester Quays (outlet centre), Gloucester	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Hereford TOWN CENTRE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Link	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	2.1%	41	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	10
Ross on Wye	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	0.7%	14	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Stroud	4.1%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon TOWN CENTRE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Upton-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Worcester CITY CENTRE	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Internet / Mail order	12.4%	249	22.5%	20	5.2%	7	10.7%	5	4.9%	5	10.4%	5
Abbeymead	0.1%	1	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	0.6%	0
Aldi, Gloucester Road, Tewkesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Street, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hatherley Lane, Cheltenham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Barnstaple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Barnwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkeley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.8%	0
Bradford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockworth	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Cam	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Kings	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Chipping Campden	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Coney Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Davies Road, Evesham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Dulwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Evesham Retail Park, Evesham	0.4%	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
Exmouth	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	0.0%	0	0.0%	0
Four Pools Retail Park, Evesham	0.3%	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
Gallagher Retail Park, Cheltenham	3.0%	61	4.1%	4	15.1%	19	6.6%	3	4.4%	4	13.3%	6	0.7%	0	2.3%	1	1.0%	0	0.0%	0	0.0%	0
Gateway Retail Park, Tewkesbury Road, Cheltenham	0.2%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golden Valley Retail Park, Cheltenham	0.0%	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	0.0%	0	0.0%	0
Greenbridge Retail Park, Garrard Way, Swindon	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%	0	0.0%	0
Hempsted	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	2.0%	2	0.0%	0
Highfield Garden World, Bristol Road, Whitminster	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%	1	0.0%	0
Kings Meadow Retail Area, Cirencester	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
Kingsditch Retail Park, Cheltenham	0.9%	18	0.0%	0	4.3%	5	0.0%	0	1.8%	2	5.7%	3	1.6%	1	6.6%	1	1.0%	0	0.0%	0	0.0%	0
Lancaster	0.3%	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
Leckhampton	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
Ledbury	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
Lidl, Eastern Avenue, Gloucester	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
Longlevens	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
Malvern	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	0.8%	1	0.0%	0
Maybird Shopping Park, Stratford upon Avon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newent	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
Newport East Retail Park, Gwent	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
Podsmead	0.0%	0	0.0%	0	0.0%	0	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, Dudbridge, Stroud	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
Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priors Road, Oakley, Cheltenham	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
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.0%	0	0.0%	0	0.0%	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
St Oswalds Retail Park, Gloucester	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.6%	3	1.5%	1		

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Staunton Garden Centre, Staunton Cross, Ledbury Road, Staunton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonehouse	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Swindon	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
Swindon Village, Cheltenham	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
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.0%	1	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
Tesco Superstore, Bath Road, Taplow	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
Tesco Superstore, High Street, Cam, Dursley	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
Tesco Superstore, High Street, Lydney	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
Tesco Superstore, Midland Way, Thornbury, Bristol	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
Tesco Superstore, Stratford Road, Stroud	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
The Range, Gloucester Retail Park, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Tewkesbury Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Oxford Road, Swindon	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
Toys R Us, St Ann Way, Gloucester	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.4%	2		
Waitrose, London Road, Stroud	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester	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
Waitrose, The Rosebird Centre, Shipston Road, Stratford upon Avon	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
Westgate Retail Park, Gloucester	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
Weston-super-Mare	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	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
Wyevale Garden Centre, Milbury Heath, Wotton-under-Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yate	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
(Don't do)	27.5%	553	43.4%	39	32.2%	41	40.0%	20	28.3%	28	23.0%	11	33.4%	22	37.8%	8	36.3%	11	28.2%	30	27.9%	22
(Can't remember)	3.2%	64	1.3%	1	3.4%	4	1.8%	1	1.5%	1	3.9%	2	1.6%	1	4.8%	1	4.8%	1	4.1%	4	3.9%	3

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	<b>Total</b>	<b>Zone 1A (Cheltenham NE)</b>	<b>Zone 1B (Cheltenham NW)</b>	<b>Zone 1C (Cheltenham SE)</b>	<b>Zone 1D (Cheltenham SW)</b>	<b>Zone 2 (Bishops Cleeve)</b>	<b>Zone 3A (Cotswolds North)</b>	<b>Zone 3B (Wincombe )</b>	<b>Zone 4 (Cotswolds South)</b>	<b>Zone 5A (Gloucester Central)</b>	<b>Zone 5B (Gloucester South)</b>
Weighted base:	2009	89	126	49	100	47	65	22	30	108	78
Sample:	2008	100	100	101	100	103	100	100	101	100	100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q13 Where did you last buy chemist goods (including health and beauty products)?</b>																						
Asda, Bruton Way, Gloucester	1.1%	22	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	11.4%	12	0.0%	0		
Morrisons, Shurdington Road, Cheltenham	0.3%	6	0.0%	0	0.0%	0	0.9%	0	4.9%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0		
Sainsburys, Barnett Way, Barnwood, Gloucester	0.6%	11	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		
Sainsburys, Tewkesbury Road, Cheltenham	0.4%	7	0.0%	0	2.7%	3	0.7%	0	0.9%	1	0.9%	0	0.8%	1	5.6%	1	0.6%	0	0.0%	0		
Tesco, Colletts Drive, Cheltenham	0.3%	6	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.6%	0	0.0%	0		
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	9.3%	7
Tesco, St Oswalds Road, Gloucester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Waitrose/John Lewis, Honeybourne Way, Cheltenham	0.4%	7	0.0%	0	3.3%	4	2.4%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbeylea District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeylea)	0.6%	11	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road, Cheltenham	0.5%	9	1.3%	1	0.0%	0	8.0%	4	3.8%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Coronation Square, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road/Charlton Kings/"Sixways", Cheltenham	0.3%	6	0.0%	0	0.0%	0	10.8%	5	0.0%	0	0.6%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Quedgeley District Centre, Bristol Road, Gloucester	0.2%	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	5.3%	4
Shurdington Road/Caernarvon Road, Cheltenham	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
Bath	0.2%	5	0.0%	0	0.0%	0	6.8%	3	1.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	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
Bishops Cleeve	1.8%	35	2.8%	2	4.3%	5	0.0%	0	0.0%	0	54.6%	26	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.2%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	3	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
Cheltenham TOWN CENTRE	17.7%	355	75.7%	68	54.1%	68	57.0%	28	66.7%	66	25.8%	12	14.4%	9	37.5%	8	49.2%	15	3.0%	3	2.1%	2
Chepstow	0.3%	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
Cinderford	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	5.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	18.3%	5	0.0%	0	0.0%	0
Coleford	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
Cribbs Causeway	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Dursley	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham TOWN CENTRE	5.9%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	13.4%	269	1.5%	1	0.0%	0	0.9%	0	2.7%	3	0.0%	0
Gloucester Quays (outlet centre), Gloucester	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford TOWN CENTRE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney	1.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Link	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.5%	10	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Ross on Wye	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow on the Wold	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	7.2%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon TOWN CENTRE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	4.1%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	6
Worcester CITY CENTRE	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	3.1%	61	4.3%	4	2.4%	3	0.9%	0	3.0%	3	1.5%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brookend Street, Ross-on-Wye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tewkesbury Road, Cheltenham	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Hatherley Lane, Cheltenham	0.2%	5	0.0%	0	1.9%	2	0.0%	0	1.7%	2	0.9%	0
Asda, Naas Lane Link Road, Kingsway, Quedgeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Berkeley	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5
Bream	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockworth	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Bussage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cainscross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cam	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Chalford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Churchdown	0.5%	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
Cirencester Retail Park, Bridge Road, Cirencester	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
Corse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drybrook	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
Dudbridge	0.5%	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
Eastern Avenue Retail Area, Gloucester	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
Evesham Retail Park, Evesham	0.2%	4	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
Fairford	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%	0	0.0%	0
Gallagher Retail Park, Cheltenham	1.3%	25	1.9%	2	6.2%	8	1.8%	1	3.2%	3	8.0%	4	1.6%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Heavitree	0.1%	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%	0	0.0%	0
Hucclecote	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Cheltenham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Kingsholm	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	0.8%	1	0.0%	0
Leckhampton	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	0.0%	0	0.0%	0
Ledbury	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%	0	0.0%	0
Leeds	0.0%	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	0.0%	0	0.0%	0
Lidl, Bulwark Road, Chepstow	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
Lidl, Kingshill Road, Dursley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindon, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Longlevens	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Retail Park, Malvern	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
Matson	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%	0	0.0%	0
Maybird Shopping Park, Stratford upon Avon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minchinhampton	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%	0	0.0%	0
Mitcheldean	0.2%	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
Montpellier	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
Moreton-in-Marsh	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury	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
Morrisons, Davies Road, Evesham	0.4%	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
Morrisons, Heron Way, Abbeydale	0.2%	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
Newent	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northleach	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Norton	0.0%	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	0.0%	0	0.0%	0
Painswick	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

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	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Prestbury	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rendcomb	0.0%	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
Sainsbury's, Dudbridge, Stroud	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priors Road, Oakley, Cheltenham	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.2%	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	2.1%	2
St Marks	0.2%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Oswalds Retail Park, Gloucester	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	1.6%	2	0.0%	0
Stonehouse	0.7%	14	0.0%	0	0.0%	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
Tamworth	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
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	0.4%	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	1.0%	1	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Bishops Cleeve	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Colletts Drive, Cheltenham	0.1%	2	0.0%	0	1.8%	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
Tesco Superstore, Fosse Way, Stow-on-the-Wold	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
Tesco Superstore, High Street, Cam, Dursley	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
Tesco Superstore, High Street, Lydney	0.2%	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
Tesco Superstore, Midland Way, Thornbury, Bristol	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
Tesco Superstore, Orchard Lane, Ledbury	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
Tesco Superstore, St Oswalds Road, Gloucester	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
Tesco Superstore, Worcester Road, Evesham	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%	0	0.0%	0
Thornbury	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%	0	0.0%	0
Tredworth	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%	1	0.0%	0
Tuffley	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%	0	0.0%	0
Up Hatherley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Witney	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymans Brook	0.3%	6	0.0%	0	4.4%	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
(Don't do)	4.0%	81	6.0%	5	3.0%	4	7.0%	3	4.6%	5	0.0%	0	4.7%	3	5.8%	1	8.9%	3	4.8%	5	3.6%	3
(Can't remember)	1.7%	34	3.1%	3	6.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.6%	0	2.0%	2	0.0%	0

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	<b>Total</b>	<b>Zone 1A (Cheltenham NE)</b>	<b>Zone 1B (Cheltenham NW)</b>	<b>Zone 1C (Cheltenham SE)</b>	<b>Zone 1D (Cheltenham SW)</b>	<b>Zone 2 (Bishops Cleeve)</b>	<b>Zone 3A (Cotswolds North)</b>	<b>Zone 3B (Wincombe )</b>	<b>Zone 4 (Cotswolds South)</b>	<b>Zone 5A (Gloucester Central)</b>	<b>Zone 5B (Gloucester South)</b>
Weighted base:	2009	89	126	49	100	47	65	22	30	108	78
Sample:	2008	100	100	101	100	103	100	100	101	100	100



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q14 Where did you last buy a large electrical item such as fridges, freezers, dishwashers, cookers, washing machines, microwaves, vacuum cleaners?</b>																						
Argos, High Street, Town Centre, Cheltenham	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Argos, St Oswalds, Gloucester	0.9%	19	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	1.5%	1
Argos, Tewkesbury Road Retail Park, Cheltenham	0.3%	6	1.3%	1	0.0%	0	0.0%	0	1.8%	2	1.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B Grade Domestics, Princess Elizabeth Way, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Champs Gas & Electrical, Tewkesbury Road, Cheltenham	0.0%	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	0.0%	0	0.0%	0
Currys, Eastern Avenue, Gloucester	8.4%	169	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	22.0%	24	18.0%	14
Currys, Eastgate Street, Gloucester	0.3%	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	0.6%	1	0.0%	0
Currys, High Street, Cheltenham	1.0%	21	2.0%	2	6.5%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	1.6%	0	0.0%	0	0.0%	0
Currys, Tewkesbury Road, Cheltenham	6.6%	133	8.8%	8	25.0%	31	19.1%	9	13.0%	13	18.9%	9	7.6%	5	15.3%	3	10.3%	3	0.0%	0	0.6%	1
Discount Electronix, High Street, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Sony Centre, Regent Arcade, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Cardiff	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
Cheltenham TOWN CENTRE	5.9%	119	27.5%	25	9.3%	12	20.2%	10	21.5%	21	10.8%	5	12.2%	8	17.0%	4	12.2%	4	1.0%	1	0.8%	1
Chepstow	0.2%	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
Cinderford	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%	0	0.0%	0
Cirencester	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	8.8%	3	0.0%	0	0.0%	0
Coleford	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%	0	0.0%	0
Cribbs Causeway	1.7%	34	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	0	0.0%	0	1.0%	0	0.8%	1	7.0%	5
Dursley	0.3%	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
Evesham TOWN CENTRE	5.1%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	13.8%	9	4.0%	1	0.6%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	9.6%	193	2.4%	2	1.6%	2	3.6%	2	2.7%	3	6.4%	3	1.6%	1	4.2%	1	3.9%	1	20.4%	22	15.7%	12
Gloucester Quays (outlet centre), Gloucester	1.2%	24	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.8%	1	0.7%	0	0.8%	0	0.0%	0	2.3%	3	4.4%	3
Great Malvern	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
Hereford TOWN CENTRE	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
Lydney	0.4%	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
Malvern Link	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
Pershore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ross on Wye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow on the Wold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon TOWN CENTRE	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester CITY CENTRE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	21.3%	429	11.5%	10	16.8%	21	26.0%	13	14.3%	14	23.9%	11
Argos, Eastgate Street, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bruton Way, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hatherley Lane, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ashchurch Trading Estate, Tewkesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
B&Q, Four Pools Retail Park, Four Pools Lane, Evesham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Hatherley Lane, Cheltenham	0.0%	1	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
B&Q, Maybird Centre, Stratford-upon-Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
B&Q, St Oswalds, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Barnwood	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Blackpole Retail Park, Blackpole Road, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buildbase, Metz Way, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cam	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Kings	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Coney Hill	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Gloucester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgar Retail Park, Worcester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Worcester Road, Evesham	1.6%	32	2.8%	2	4.1%	5	0.7%	0	4.4%	4	7.1%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	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
Greenbridge Retail Park, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford Retail Park, Hereford	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
High Wycombe	0.2%	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
Homebase, Elgar Retail Park, Worcester	0.7%	13	0.0%	0	3.8%	5	0.7%	0	5.2%	5	3.0%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Cheltenham	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
Ledbury	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
Leonard Stanley	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
Lewisham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Retail Park, Roman Way, Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maplin, Winchcombe Street, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Retail Park, Stratford-upon-Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shurdington Road, Up Hatherley, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newent	0.0%	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	0.0%	0	0.0%	0
Norton	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
Orbital Shopping Park, Thamesdown Drive, Swindon	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
PC World, Tewkesbury Road, Cheltenham	0.2%	4	0.0%	0	0.0%	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
Reclaim, Lansdown Industrial Estate, Cheltenham	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
Richer Sounds, High Street, Cheltenham	0.3%	5	0.0%	0	4.3%	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
Riverside Retail Park, Taunton	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
Sainsbury's, Dudbridge, Stroud	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
Sainsbury's, Priors Road, Oakley, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbrook Retail Park, Eastern Avenue, Gloucester	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
St Oswalds Retail Park, Gloucester																						



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
<b>Q15 Where did you last buy small household electrical/battery appliances including audio visual, photographic and information processing equipment, such as cameras, personal computers, hairdryers, and shavers.</b>											
Argos, Eastgate Street, Gloucester	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Argos, High Street, Town Centre, Cheltenham	0.1%	3	0.0%	0	0.6%	1	1.8%	1	0.0%	0	0.0%
Argos, St Oswalds, Gloucester	2.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Argos, Tewkesbury Road Retail Park, Cheltenham	0.9%	18	2.7%	2	1.2%	2	0.9%	0	2.6%	3	10.9%
Asda, Bruton Way, Gloucester	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys/PC World, Eastern Avenue, Gloucester	6.1%	123	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Currys/PC World, Eastgate Street, Gloucester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys/PC World, Tewkesbury Road, Cheltenham	6.0%	121	2.2%	2	21.0%	26	16.5%	8	8.0%	8	16.3%
Maplin, Eastern Ave, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maplin, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maplin, Winchcombe Street, Cheltenham	0.1%	1	1.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%
Morrisons, Glevum Shopping Centre, Abbeydale, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Shurdington Road, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
PC World, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
PC World, Tewkesbury Road, Cheltenham	0.3%	5	0.0%	0	1.0%	1	1.1%	1	1.5%	2	0.0%
Sainsburys, Barnett Way, Barnwood, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Tewkesbury Road, Cheltenham	0.2%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%
Sony Centre, Regent Arcade, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Colletts Drive, Cheltenham	0.4%	8	0.0%	0	4.5%	6	1.1%	1	0.6%	1	0.6%
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Tesco, St Oswalds Road,	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Gloucester Waitrose/John Lewis, Honeybourne Way, Cheltenham	0.8%	16	5.2%	5	0.0%	0	7.5%	4	3.9%	4	2.1%	1	0.7%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Birmingham	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%	0	0.0%	0
Bishops Cleeve	0.4%	7	2.1%	2	0.0%	0	0.0%	0	0.0%	0	10.2%	5	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.8%	0	0.0%	0	1.3%	1
Cardiff	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
Cheltenham TOWN CENTRE	7.9%	159	29.4%	26	19.6%	25	23.8%	12	29.9%	30	8.7%	4	16.1%	10	30.9%	7	17.3%	5	3.0%	3	2.1%	2
Cinderford	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%	0	0.0%	0
Cirencester	3.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	6.6%	2	0.0%	0	0.0%	0
Coleford	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%	0	0.0%	0
Cribbs Causeway	1.6%	33	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.8%	1	3.6%	3
Dursley	0.3%	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
Evesham TOWN CENTRE	3.8%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	6.0%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	6.3%	127	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	1.0%	0	14.7%	16	10.9%	9
Gloucester Quays (outlet centre), Gloucester	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	4.2%	3
Hereford TOWN CENTRE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney	0.2%	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
Malvern Link	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
Newport	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
Quedgeley (district centre), Gloucester	0.7%	13	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%	3	7.9%	6
Ross on Wye	0.2%	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
Stow on the Wold	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
Stratford upon Avon	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	2.7%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon TOWN CENTRE	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	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
Worcester CITY CENTRE	0.7%	14	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
Internet / Mail order	23.1%	465	21.8%	20	21.2%	27	21.2%	10	15.4%	15	27.0%	13	28.7%	19	18.9%	4	24.9%	7	23.5%	25	30.4%	24
Abroad	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
Alvis Retail Park, Coventry	0.0%	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	0.0%	0	0.0%	0
Asda, Hatherley Lane, Cheltenham	0.1%	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
Ashchurch Trading Estate, Tewkesbury	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
B&Q, Hatherley Lane, Cheltenham	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
B&Q, St Oswalds Park, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Banbury Cross Retail Park, Banbury	0.1%	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	0.0%	0	0.0%	0
Blackpole Retail Park,	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%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Worcester																						
Bourton-on-the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Bradley Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Brockworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Cam	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Coney Hill	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1										
Eastern Avenue Retail Park, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Evesham Retail Park, Evesham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Four Pools Retail Park, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Gallagher Retail Park, Cheltenham	1.0%	19	3.6%	3	5.1%	6	0.7%	0	4.4%	4	4.5%	2	0.0%	0	2.4%	1	0.6%	0	0.0%	0	0.0%	0
Gillmans, St Oswald Road, Gloucester	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
Greenbridge Retail Park, Swindon	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%	0	0.0%	0
Hempsted	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Hereford Retail Park, Newton Road, Hereford	0.0%	0	0.0%	0	0.0%	0	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 Wycombe	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
Homebase, Eastbrook Road, Gloucester	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
Kingsditch Retail Park, Cheltenham	0.4%	7	0.7%	1	0.0%	0	0.0%	0	2.4%	2	1.2%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0
Lewisham	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
Litchfield	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
Maesglas Industrial Estate Newport	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
Malvern Retail Park, Roman Way, Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Retail Park, Stratford-upon-Avon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	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
Morrisons, Ash Church Road, Tewkesbury	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
Morrisons, Davies Road, Evesham	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%	0	0.0%	0
Morrisons, Heron Way, Abbeydale	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
Newent	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
Orbital Shopping Park, Thamesdown Drive, Swindon	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
Romford	0.0%	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	0.0%	0	0.0%	0





# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q16 Where did you last buy DIY goods including paints, wallpaper, home improvement, tools, garden goods, etc, but not carpets?</b>																						
B&Q, Hatherley Lane, Cheltenham	10.6%	213	23.0%	21	31.5%	40	51.8%	26	47.9%	48	20.2%	9	8.4%	5	12.1%	3	36.3%	11	0.0%	0	0.0%	0
B&Q, St Oswalds, Gloucester	20.7%	416	0.0%	0	0.0%	0	0.9%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	2	52.6%	57	50.4%	39
Homebase, Eastbrook Road, Gloucester	2.2%	44	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	2.0%	2
Homebase, Tewkesbury Road, Centrum Park, Cheltenham	3.6%	73	9.7%	9	11.0%	14	8.8%	4	1.8%	2	22.9%	11	6.3%	4	8.1%	2	1.6%	0	0.0%	0	0.0%	0
Screwfix, Eastern Avenue, Gloucester	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Kingsditch Trading Estate, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gloucester Retail Park, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Tewkesbury Road, Cheltenham	0.2%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Tivoli Trading, Andover Road, Cheltenham	0.1%	2	0.7%	1	0.0%	0	1.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham	1.6%	33	2.6%	2	13.9%	17	4.0%	2	0.6%	1	3.8%	2	0.7%	0	0.8%	0	1.2%	0	0.0%	0	0.0%	0
Wickes, Woodrow Way, Gloucester	0.5%	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	0.8%	1	3.2%	2
Wilkinsons, High Street, Cheltenham	0.2%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Wilkinsons, Northgate Street, Gloucester	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	0.6%	1	0.5%	0
Birmingham	0.2%	5	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
Bishops Cleeve	0.4%	9	2.8%	2	0.0%	0	0.0%	0	0.0%	0	12.6%	6	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.6%	13	5.3%	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
Cardiff	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
Cheltenham TOWN CENTRE	4.9%	98	23.1%	21	13.4%	17	13.8%	7	21.7%	22	8.2%	4	6.1%	4	18.7%	4	15.1%	4	0.0%	0	0.0%	0
Chepstow	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinderford	0.4%	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
Cirencester	3.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	8.6%	3	0.0%	0	0.0%	0
Coleford	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dursley	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham TOWN CENTRE	2.2%	44	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	4	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	2.9%	58	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%	7	10.8%	8
Gloucester Quays (outlet centre), Gloucester	0.5%	10	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	5.0%	4	5.0%	4

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Great Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hereford 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	0.0%	0		
Lydney	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Malvern Link	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%	0		
Monmouth	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		
Newport	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		
Pershore	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		
Quedgeley (district centre), Gloucester	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	4.9%	4		
Ross on Wye	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		
Stow on the Wold	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0		
Stratford upon Avon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0		
Stroud	8.4%	169	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3		
Swindon TOWN CENTRE	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		
Tewkesbury	1.0%	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	0.0%	0		
Upton-on-Severn	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		
Winchcombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0		
Worcester CITY CENTRE	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		
Internet / Mail order	1.3%	27	1.1%	1	1.6%	2	4.7%	2	0.0%	0	1.5%	1	3.8%	2	3.5%	1	4.2%	1	1.6%	2	1.3%	1
Abroad	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		
Ashburton Industrial Estate, Ross-on-Wye	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		
Banbury	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0		
Barnwood	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		
Berkeley	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		
Bourton Industrial Park, Bourton-on-the-Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0		
Bourton-on-the-Water	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0		
Broadway	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0		
Cam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Chipping Campden	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%	0		
Chipping Norton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0		
Cirencester Retail Park, Bridge Road, Cirencester	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		
Coney Hill	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		
Drybrook	0.2%	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		
Eastern Avenue Retail Park, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0		
Evesham Trade Centre, Evesham	0.2%	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		
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh	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		
Four Pools Retail Park, Evesham	6.2%	124	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	0	9.4%	6	3.9%	1	0.0%	0	0.0%	0		
Gallagher Retail Park, Cheltenham	0.4%	8	0.9%	1	0.8%	1	0.0%	0	0.6%	1	6.9%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0		

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Gloucester Retail Park, Eastern Avenue, Gloucester	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
Greenbridge Retail Park, Swindon	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
Hatherleigh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highfield Garden World, Bristol Road, Whitminster	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
Kingsditch Retail Park, Cheltenham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsholm	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	0.8%	1
Laura Ashley, Blooms of Bressingham, Bath Road, Haresfield	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%	0	4.1%	3
Leckhampton	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
Ledbury	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
Lidl, Evesham Road, Bishops Cleeve	0.1%	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%	0	0.0%	0
Love Lane Industrial Estate, Cirencester	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
Maybird Retail Park, Stratford-upon-Avon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Stratford upon Avon	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
Moreton-in-Marsh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Mills Industrial Estate, Ledbury	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
Newent	0.2%	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
Newman and Bloodworths Ltd, Bath Road, Cheltenham	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
Orbital Shopping Park, Thamesdown Drive, Swindon	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
Overross Industrial Estate, Ross-on-Wye	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
Prestbury	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryeford Industrial Estate, Stonehouse	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
St Oswalds Retail Park, Gloucester	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stonehouse	0.3%	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
Swindon Village, Cheltenham	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
Taunton	0.0%	1	0.0%	0	0.0%	0	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 Extra, Quedgeley District Centre, Bristol	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	0.6%	1



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<b>Q17 Where did you last buy furniture, carpets and floor coverings?</b>																				
AHF Home Furnishings, Gloucester Retail Park, Gloucester	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Allied Carpets, Eastern Avenue, Gloucester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	1
Allied Carpets, Gallagher Retail Park, Cheltenham	0.3%	6	0.7%	1	1.6%	2	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
B&Q, Golden Valley Retail Park, Hatherley Lane, Cheltenham	0.3%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0
B&Q, St Oswalds, Gloucester	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	2
Carpet Emporium, Great Norwood Street, Cheltenham	0.1%	2	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Gallagher Retail Park, Cheltenham	3.0%	61	6.6%	6	6.4%	8	2.3%	1	12.3%	12	5.6%	3	2.8%	2	1.9%	0	1.4%	0	0.0%	0
Carpetright, Gloucester Retail Park, Gloucester	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	5	6.6%	5
Corinium Carpets, Kingsditch Lane, Cheltenham	0.2%	5	1.1%	1	0.0%	0	2.4%	1	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
DFS, Gallagher Retail Park, Cheltenham	1.7%	33	0.7%	1	1.9%	2	1.6%	1	5.0%	5	3.2%	1	2.1%	1	1.4%	0	0.0%	0	1.0%	1
Harveys, Kingsditch Retail Park, Cheltenham	0.3%	5	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Sense, St Oswalds Retail Park, Gavel Way, Gloucester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.0%	2
Homebase, Eastern Avenue, Gloucester	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	0.6%	1
Homebase, Tewkesbury Road, Centrum Park, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lee Longlands, Bath Road, Cheltenham	0.2%	3	1.1%	1	0.8%	1	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kingsditch Retail Park, Tewkesbury Road, Cheltenham	0.4%	9	1.1%	1	0.8%	1	0.7%	0	1.0%	1	0.9%	0	1.2%	1	0.0%	0	3.4%	1	0.0%	0
Mays World of Carpets, Gallagher Retail Park, Cheltenham	0.0%	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
Multyork Furniture, Portland Street,	0.1%	1	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
Cheltenham											
SCS Sofas, Kingsditch Retail Park, Cheltenham	0.4%	7	0.0%	0	0.6%	1	0.7%	0	0.0%	0	0.0%
SCS, St Oswald's Park, Gloucester	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Carpet Hut, Haven Works, Tewkesbury Road, Cheltenham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%
The Range, Gloucester Retail Park, Eastern Avenue, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%
Bath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bishops Cleeve	0.2%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%
Bristol	2.9%	59	1.1%	1	1.6%	2	3.5%	2	0.0%	0	1.8%
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham TOWN CENTRE	7.2%	144	28.7%	26	14.8%	19	34.1%	17	20.7%	21	10.4%
Chepstow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cinderford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cirencester	1.2%	23	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%
Coleford	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cribbs Causeway	1.6%	33	1.3%	1	0.0%	0	0.7%	0	0.0%	0	1.3%
Dursley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Evesham TOWN CENTRE	2.8%	57	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.9%
Gloucester CITY CENTRE	8.4%	170	1.1%	1	6.5%	8	2.0%	1	3.0%	3	0.6%
Gloucester Quays (outlet centre), Gloucester	1.2%	24	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%
Hereford TOWN CENTRE	0.1%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydney	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Malvern Link	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Monmouth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nailsworth	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pershore	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quedgeley (district centre), Gloucester	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ross on Wye	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stow on the Wold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Stratford upon Avon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stroud	4.1%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Swindon TOWN CENTRE	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tewkesbury	0.7%	14	0.0%	0	0.0%	0	0.6%	1	0.9%	0	0.0%
Upton-on-Severn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchcombe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Worcester CITY CENTRE	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Mail order	5.3%	106	1.1%	1	6.0%	8	6.5%	3	1.8%	2	2.6%

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	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Abroad	0.1%	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	0.0%	0	0.0%	0
Aylburton	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
Banbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.0%	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	0.0%	0	0.0%	0
Beeches Industrial Estate, Yate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackminster Business Park, Blackminster	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Bream	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
Bridgemead Retail Park, Great Western Way, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromyard	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%	0	0.0%	0
Central London	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	0	0.0%	0	0.0%	0
Charlton Kings	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Coney Hill	1.1%	21	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%	2	1.5%	1
Crumlin	0.1%	2	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
Dunelm Mill, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Gloucester	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.5%	0
Four Pools Retail Park, Evesham	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
Frampton-on-Severn Industrial Park, Frampton-on-Severn	0.4%	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
Furniture Recycling Project, High Street, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	2.4%	48	5.2%	5	4.6%	6	3.7%	2	1.3%	1	15.9%	7	6.7%	4	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.1%	2	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
Hempsted	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	2.0%	2	0.0%	0
High Wycombe	0.0%	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
Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Cheltenham	0.9%	18	0.0%	0	2.9%	4	1.6%	1	0.0%	0	8.9%	4	2.5%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Kingsholm	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	0.8%	1
Laura Ashley, Blooms of Bressingham, Bath Road, Haresfield	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%	0	3.4%	3
Leckhampton	0.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Ledbury	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	0.0%	0		
Longlevens	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		
Lower Road Trading Estate, Ledbury	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	0.8%	1		
Mannington Retail Park, Swindon	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		
Metric Trade Park, Cirencester	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		
Minthead	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Morelands Trading Estate, Gloucester	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	0.6%	1		
Moreton-in-Marsh	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.6%	0	0.0%	0	0.0%	0		
Newent	0.4%	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		
Shurdington	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		
Solihull	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		
Southbrook Retail Park, Gloucester	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		
St Oswalds Retail Park, Gloucester	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0		
Stonehouse	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Swindon Village, Cheltenham	0.1%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Taunton	0.3%	5	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Range, Tewkesbury Road, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0		
Thornbury	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		
Waitrose/John Lewis, Honeybourne Way, Cheltenham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Warden Hills	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wellesbourne	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		
Westgate Retail Park, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Woodmancote	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		
Woodrow Way Retail Area, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Wormelow	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		
Wymans Brook	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Yate	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		
(Don't do)	25.4%	510	32.1%	29	34.7%	44	16.5%	8	32.5%	32	19.3%	9	24.9%	16	33.2%	7	41.6%	12	41.5%	45	21.3%	17
(Can't remember)	9.0%	182	15.1%	14	7.6%	10	16.3%	8	10.8%	11	4.6%	2	3.2%	2	5.1%	1	14.0%	4	4.1%	4	3.7%	3
Weighted base:		2009		89		126		49		100		47		65		22		30		108		78
Sample:		2008		100		100		101		100		103		100		100		101		100		100



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<b>Q18 Where did you last buy gardening goods?</b>																						
B&Q Hatherley Lane, Cheltenham	6.4%	128	13.0%	12	20.0%	25	25.5%	13	32.9%	33	22.5%	11	4.2%	3	6.6%	1	16.1%	5	0.0%	0	3.4%	3
B&Q St Oswalds, Gloucester	10.8%	217	1.7%	2	0.0%	0	0.9%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	34.3%	37	26.1%	20
Homebase, Eastbrook Road, Gloucester	3.5%	71	2.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	2.1%	2
Homebase, Tewkesbury Road, Centrum Park, Cheltenham	1.9%	39	8.6%	8	8.1%	10	2.3%	1	2.7%	3	14.2%	7	0.5%	0	4.8%	1	0.6%	0	0.0%	0	0.0%	0
Screwfix, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
The Range, Gloucester Retail Park, Eastern Avenue, Gloucester	0.3%	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	1.0%	1	0.0%	0
The Range, Tewkesbury Road, Cheltenham	0.2%	3	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham	0.4%	9	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Woodrow Way, Gloucester	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	2.0%	2	0.0%	0
Wilkinsons, High Street, Cheltenham	0.1%	2	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, Northgate Street, Gloucester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.9%	2	0.0%	0
Birmingham	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
Bishops Cleeve	1.2%	25	4.9%	4	7.3%	9	0.7%	0	0.0%	0	16.2%	8	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham TOWN CENTRE	4.8%	96	30.4%	27	15.3%	19	14.3%	7	20.9%	21	5.7%	3	6.7%	4	13.6%	3	8.9%	3	1.0%	1	0.0%	0
Chepstow	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinderford	0.2%	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
Cirencester	4.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	16.6%	5	0.0%	0	0.0%	0
Coleford	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway	0.2%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dursley	0.3%	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
Evesham TOWN CENTRE	4.5%	91	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.7%	1	3.0%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	3.2%	64	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	10	10.5%	8
Gloucester Quays (outlet centre), Gloucester	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	1.3%	1	4.1%	3
Great Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford town centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Link	0.3%	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
Monmouth	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
Nailsworth	0.4%	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
Newport	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Pershore	0.5%	10	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		
Quedgeley (district centre), Gloucester	0.8%	15	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	8.4%	7		
Ross on Wye	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		
Stow on the Wold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0		
Stratford upon Avon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0		
Stroud	6.5%	131	0.0%	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		
Swindon TOWN CENTRE	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		
Tewkesbury	2.1%	42	0.0%	0	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0		
Upton-on-Severn	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		
Winchcombe	0.3%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0		
Worcester CITY CENTRE	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%	0		
Internet / Mail order	2.5%	50	4.0%	4	1.6%	2	4.7%	2	0.9%	1	1.5%	1	5.4%	3	1.4%	0	4.8%	1	1.8%	2	0.5%	0
Abroad	0.1%	2	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
Aldi, Bristol Road, Quedgeley	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%	0	3.4%	3
Aldi, Brookend Street, Ross-on-Wye	0.0%	0	0.0%	0	0.0%	0	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, Tewkesbury Road, Cheltenham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashburton Industrial Estate, Ross-on-Wye	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
Bagshot	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%	1		
Bourton-on-the-Water	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	1.3%	0	1.2%	0	0.0%	0	0.0%	0
Broadway	0.2%	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
Brockworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.8%	1	0.0%	0
Burford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.7%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Cainscross	0.2%	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
Chipping Campden	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
Churcham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coney Hill	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
Dobbies Garden Centre, Siddington, Cirencester	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dundry Nurseries & Garden Centre, Bamfurlong Lane, Cheltenham	0.2%	3	0.0%	0	0.0%	0	3.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Eastwood Garden Centre, Eastwood Park, Falfield, Wotton-under-Edge	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
England's Finest Gardens, The Common, Berkeley	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
Evesham Garden Centre, Evesham Country Park, Evesham	0.5%	9	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
Exmouth	0.1%	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%	0	0.0%	0
Fairview Garden Centre, Chapel Lane, Gloucester	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Evesham	2.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Fourboys Garden Centre, Dursley Road, Dursley	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
Frampton-on-Severn	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
Gallagher Retail Park, Cheltenham	0.3%	7	0.9%	1	0.8%	1	0.7%	0	0.0%	0	6.1%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden & Plant Centre, Knowle Hill, Evesham	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
Gloucester Retail Park, Eastern Avenue, Gloucester	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
Gloucester Wyevale Garden Centre, Bath Road, Haresfield	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	0.6%	1
Gossington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gotherington Nurseries, Gretton Road, Gotherington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hale & Co, Nailbridge, Drybrook	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
Hampton Court Palace Flower Show, London	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
Hardwicke	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	1.5%	1
Hatherleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Highfield Garden World, Bristol Road, Whitminster	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5
Huntley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huntley Country Garden Centre, The Ross Road, Huntley	0.4%	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
Kingsditch Retail Park, Cheltenham	0.2%	5	0.0%	0	1.0%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.4%	0	0.6%	0	0.0%	0	0.0%	0
Kingsholm	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	0.8%	1
Leckhampton	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Ledbury	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
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Retail Park, Stratford-upon-Avon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metric Trade Park, Cirencester	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
Miserden Nursery, Miserden, Stroud	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
Moreton-in-Marsh	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	8	0.6%	0	2.5%	1	0.0%	0	0.0%	0

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Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Morrisons, Davies Road, Evesham	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
Morrisons, Heron Way, Abbeydale	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
Newent	0.6%	13	0.0%	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	0.0%	0
Newton Abbot	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Garden Centre, Tewkesbury Road, Gloucester	0.3%	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	0.8%	1	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon	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
Overross Industrial Estate, Ross-on-Wye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prestbury	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raglan Garden Centre, Abergavenny Road, Raglan	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
Ross Garden Store, Station Approach, Ross-on-Wye	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
Rudford	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
Sainsbury's, Castle Street, Dursley	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
Sainsbury's, Dudbridge, Stroud	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priors Road, Oakley, Cheltenham	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shurdington	0.6%	12	0.0%	0	2.0%	3	9.2%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Solihull	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
St Oswalds Retail Park, Gloucester	0.3%	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
St Peters Garden Centre, Pear Tree Farm, Worcester	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
Staunton	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%	0	0.0%	0
Staunton Garden Centre, Staunton Cross, Staunton	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
Stonehouse	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sunnyside Garden Centre, Bristol Road, Dursley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Lydney	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
Tesco Superstore, St Oswalds Road, Gloucester	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
Tewkesbury Garden Centre, Mythe Road, Tewkesbury	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
The Burford Garden	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Company, Shilton Road, Burford																						
The Dawn Nurseries, Shurdington Road, Shurdington	0.7%	14	1.3%	1	0.8%	1	6.9%	3	2.1%	2	0.0%	0	0.5%	0	0.0%	0	6.5%	2	0.0%	0	0.5%	0
The Malvern Show, Three Counties Showground, Malvern	0.0%	1	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
Thornbury	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
Three Shires Garden Centre, Ledbury Road, Newent	0.4%	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	0.8%	1
Toddington Garden Centre, Toddington, Cheltenham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Liverton	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
Tredington	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
Trioscape Nurseries, The Scarr, Newent	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twigworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Up Hatherley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale Gardens Limited, Birmingham Road, Badsey	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
Whaddon	0.2%	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	2.0%	2
Whitminster	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	2
Witney	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
Wyevale Garden Centre, Abergavenny Road, Raglan	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
Wyevale Garden Centre, Evesham Road, Cheltenham	0.5%	10	0.0%	0	0.8%	1	4.3%	2	0.9%	1	10.5%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Fairford Road, Lechlade	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Haresfield, Stonehouse	1.4%	28	0.0%	0	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.5%	2	8.5%	7
Wyevale Garden Centre, Kings Acre Road, Hereford	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
Wyevale Garden Centre, Langford Bridge, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wyevale Garden Centre, Milbury Heath, Thornbury	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%	0	0.8%	1
Wyevale Garden Centre, Newport Road, Albrighton	0.0%	0	0.0%	0	0.0%	0	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 Garden Centre, Shurdington Road, Brockworth	0.8%	17	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Wyevale Garden Centre, Waterside, Nailsworth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Yate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
(Don't do)	14.5%	291	22.6%	20	25.6%	32	15.8%	8	26.0%	26	9.4%	4	13.0%	8	34.4%	8	12.1%	4	27.0%	29	11.2%	9
(Can't remember)	4.4%	89	4.1%	4	6.9%	9	6.3%	3	2.5%	2	3.2%	2	0.7%	0	6.0%	1	12.9%	4	3.3%	4	2.7%	2
Weighted base:	2009		89		126		49		100		47		65		22		30		108		78	
Sample:	2008		100		100		101		100		103		100		100		101		100		100	

Mean score: [Number of visits per week]

### Q19 Now thinking about food shopping, how often do you do your main food shop?

Everyday	1.2%	25	5.5%	5	0.6%	1	2.1%	1	2.6%	3	2.7%	1	0.0%	0	0.0%	0	0.8%	0	2.3%	2	1.5%	1
2 or 3 times a week	8.3%	166	15.0%	13	7.0%	9	13.8%	7	17.0%	17	14.5%	7	6.6%	4	6.9%	2	8.6%	3	5.4%	6	6.7%	5
Once a week	70.1%	1408	56.4%	50	73.6%	93	65.5%	32	59.9%	60	57.9%	27	65.0%	42	69.6%	15	55.9%	17	73.3%	79	75.8%	59
Once a fortnight	7.2%	144	9.8%	9	6.2%	8	5.4%	3	7.7%	8	0.9%	0	12.9%	8	7.0%	2	20.4%	6	7.1%	8	5.1%	4
Once a month	5.4%	108	2.4%	2	7.4%	9	5.3%	3	2.8%	3	1.9%	1	11.2%	7	4.2%	1	7.4%	2	2.3%	2	6.1%	5
Less frequently	0.3%	7	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Don't do a MAIN FOOD shop	7.0%	141	8.9%	8	4.3%	5	5.4%	3	10.1%	10	22.0%	10	2.1%	1	10.6%	2	5.3%	2	8.6%	9	3.6%	3
(Don't know / varies)	0.6%	11	0.9%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.2%	1	1.7%	0	1.6%	0	0.0%	0	1.1%	1
Mean:	1.05		1.39		1.01		1.22		1.25		1.14		0.93		0.93		0.97		1.07		1.09	
Weighted base:	2009		89		126		49		100		47		65		22		30		108		78	
Sample:	2008		100		100		101		100		103		100		100		101		100		100	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q20 Where did you last do your household's main food shopping?</b> <i>Those that do top-up shopping at Q19</i>																						
Aldi, Bristol Road, Gloucester	3.2%	60	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	11	6.5%	5
Aldi, Gloucester Road Tewkesbury	1.8%	33	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
Aldi, Tewkesbury Road, Cheltenham	2.6%	49	5.5%	4	16.5%	20	0.9%	0	2.3%	2	3.9%	1	0.5%	0	4.0%	1	6.2%	2	0.0%	0	0.0%	0
Asda, Bruton Way, Gloucester	3.7%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	28	2.9%	2
Asda, Hatherley Lane, Cheltenham	2.1%	40	3.8%	3	6.8%	8	5.0%	2	19.5%	17	1.0%	0	0.0%	0	1.4%	0	0.8%	0	0.0%	0	0.0%	0
Co-op, Abbotswood centre, Brockworth, Gloucester	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
Co-op, Bath Road, Cheltenham	0.1%	2	0.0%	0	0.0%	0	1.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cheltenham Road, Longlevens, Gloucester	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
Co-op, Finlay Road, Gloucester	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	0.7%	1	0.0%	0
Co-op, High Street, Tewkesbury	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
Co-op, Leckhampton Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Charlton Kings, Cheltenham	0.1%	1	0.7%	1	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
Co-op, North Street, Winchcombe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Parton Road, Churchdown, Gloucester	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
Co-op, Windyridge Road, Wymans Brook Estate, Cheltenham	0.0%	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	0.0%	0	0.0%	0
Iceland, High Street, Cheltenham	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Oxbode, Gloucester	0.2%	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
Lidl, Bristol Road, Gloucester	0.5%	9	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.4%	1	0.0%	0
Lidl, Eastern Avenue, Gloucester	1.1%	20	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Lidl, Evesham Road, Bishops Cleeve	1.1%	20	2.8%	2	0.8%	1	0.7%	0	0.8%	1	14.5%	5	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Grosvenor Terrace, Cheltenham	0.6%	11	8.9%	7	1.5%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	2.0%	1	0.0%	0	0.0%	0
M&S Simply Food,	0.4%	8	0.0%	0	0.0%	0	0.9%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0

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Kingsditch Retail Park , Cheltenham																						
Marks and Spencer, High Street, Cheltenham	0.3%	6	3.4%	3	0.7%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Marks and Spencer, Southgate Street, Northgate St and Gloucester Quays, Gloucester	0.3%	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	0.7%	1	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury	1.6%	30	0.0%	0	0.0%	0	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, Glevum Shopping Centre, Abbeylea, Gloucester	2.1%	40	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%	1	0.5%	0
Morrisons, Kingshill, Gloucester	0.0%	0	0.0%	0	0.0%	0	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, Metz Way (Railway Triangle), Gloucester	1.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.5%	0
Morrisons, Prestbury Road, Cheltenham	0.1%	2	1.0%	1	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
Morrisons, Shurdington Road, Up Hatherley, Cheltenham	3.3%	61	6.0%	5	6.8%	8	21.0%	10	34.5%	31	0.0%	0	1.6%	1	0.0%	0	15.1%	4	0.0%	0	0.0%	0
Sainsbury's, Barnett Way, Barnwood, Gloucester	2.5%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	0	2.3%	2	0.0%	0
Sainsbury's, Bath Road, Cheltenham	0.1%	1	1.0%	1	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
Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham	3.9%	73	5.1%	4	27.6%	33	6.6%	3	7.1%	6	13.3%	5	3.5%	2	12.2%	2	1.0%	0	0.0%	0	0.0%	0
Sainsbury's, Northgate Street, Gloucester	0.3%	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	4.0%	4	0.0%	0
Sainsbury's, Priors Road, Oakley, Cheltenham	1.8%	33	20.9%	17	4.1%	5	13.5%	6	0.7%	1	0.0%	0	0.7%	0	2.5%	1	7.6%	2	0.0%	0	0.0%	0
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	2.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	11	13.5%	10
Tesco Express, Queens Road, Cheltenham	0.1%	1	1.2%	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
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	3.0%	57	5.1%	4	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.2%	2	0.0%	0
Tesco Extra, Quedgeley District Centre, Bristol Road, Gloucester	3.2%	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	2.0%	2	49.7%	38
Tesco Metro, Bishops Walk,	0.9%	17	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.6%	1	1.3%	0	0.0%	0	0.0%	0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Tewkesbury																						
Tesco Metro, High Street, Cheltenham	0.2%	4	1.9%	2	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cheltenham Road, Churchdown	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
Tesco Superstore, Church Road, Bishops Cleeve	1.6%	31	3.1%	2	1.3%	2	1.1%	1	1.1%	1	44.2%	16	0.0%	0	13.8%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Colletts Drive, Cheltenham	1.7%	32	1.5%	1	13.4%	16	4.7%	2	6.2%	6	5.8%	2	0.0%	0	5.8%	1	7.6%	2	0.0%	0	0.0%	0
Tesco Superstore, St Oswalds Road, Gloucester	3.2%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	8.5%	8	6.0%	5
Waitrose, Honeybourne Way, Cheltenham	3.4%	63	17.3%	14	9.1%	11	18.9%	9	9.9%	9	3.0%	1	2.7%	2	7.3%	1	9.6%	3	1.1%	1	1.3%	1
Bishops Cleeve	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	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
Cheltenham town centre	0.2%	4	0.7%	1	1.7%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Chepstow	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
Cinderford	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%	0	0.0%	0
Cirencester	0.8%	16	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
Coleford	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
Evesham town centre	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester city centre	0.0%	1	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
Gloucester Quays (outlet centre), Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0
Lydney	0.2%	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
Malvern Link	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
Monmouth	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%	0	0.0%	0
Pershore	0.2%	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
Quedgeley (district centre), Gloucester	0.2%	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	0.7%	1	0.5%	0
Ross on Wye	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	0.3%	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
Winchcombe	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
Internet / delivery	8.5%	159	7.6%	6	4.6%	6	10.6%	5	11.4%	10	12.1%	4	22.5%	14	4.4%	1	8.0%	2	3.3%	3	9.5%	7
Aldi, Alvescote Road, Carterton	0.1%	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	0.0%	0	0.0%	0
Aldi, Audley Avenue, Newport	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
Aldi, Brookend Street, Ross-on-Wye	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%	0	0.0%	0
Aldi, Cannors Way, Stratford-upon-Avon	0.0%	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	0.0%	0	0.0%	0
Aldi, Cricklade Road, Cirencester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Aldi, Horseshoe Lane,	0.2%	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)			
Thornbury														
Aldi, Spytty Road, Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldi, Swan Lane, Evesham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, King George's Way, Persnore	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Naas Lane Link Road, Kingsway, Quedgeley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.6%	5
B&M, Avon Industrial Estate, Birmingham Road, Stratford Upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Budgens, High Street, Moreton-in-Marsh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Co-op, Angel Street, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dockham Road, Cinderford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, High Street, Stonehouse	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Manchester House, High Street, Newent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Newent	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Street, Ledbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newern Street, Lydney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Racecourse Road, Persnore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Salter Street, Berkeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bourton-on-the-Water	0.2%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Co-op, The Marshes, Coleford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Stow On The Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, Valley Road, Cinderford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Verney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bristol Road, Quedgeley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Fladbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Agincourt Square, Monmouth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Iceland, Monmouth Square, Cwmbran	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
Iceland, Parsonage Street, Dursley	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
Iceland, Union Street, Cornhill, Stroud	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Broadway Road, Evesham	0.8%	16	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
Lidl, Bulwark Road, Chepstow	0.2%	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
Lidl, Kingshill Road, Dursley	0.5%	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
Lidl, Love Lane, Cirencester	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Lidl, Parragate Road, Cinderford	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Redbrook Road, Monmouth	0.2%	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
London	0.0%	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	0.0%	0	0.0%	0
Marks and Spencer Barnwood BP, Barnwood Road, Gloucester	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	0.7%	1	0.0%	0
Marks and Spencer, Dyer Street, Cirencester	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
Marks and Spencer, Evesham Shopping Park, Evesham	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
Marks and Spencer, Marriott's Close, Witney	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
Marks and Spencer, Station Road BP, Station Road, Stow on the Wold	0.0%	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	0.0%	0	0.0%	0
Marks and Spencer, The Mall Cribbs Causeway, Patchway, Bristol	0.2%	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
Moreton-in-Marsh	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
Morrisons Local, Dyer Street, Cirencester	0.1%	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	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham	3.8%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Street, Nailsworth	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%	0	0.0%	0
Morrisons, Lysander Road, Cribbs Causeway, Bristol	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
Morrisons, Roman Way, Malvern	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
Morrisons, Station Street, Ross-on-Wye	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Newent	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
Nisa, High Street, Coleford	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
Prestbury	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Street, Dursley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dudbridge, Stroud	3.2%	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	0.0%	0
Sainsbury's, Exeter Road, Dawlish	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
Sainsbury's, Fox Den Road, Bristol	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
Sainsbury's, Hankridge Way, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Maltings, Ross On Wye	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
Tesco Express, Southgate Street, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Stratford Road, Paganhill, Stroud	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stratford Road, Shirley, Solihull	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
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	2.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury	0.1%	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	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Farrell Close, Cirencester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford Upon Avon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	13	1.8%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Cam, Dursley	1.5%	28	0.0%	0	0.0%	0	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 Superstore, High Street, Lydney	1.7%	32	0.0%	0	0.0%	0	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 Superstore, Midland Way, Thornbury, Bristol	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
Tesco Superstore, Orchard Lane, Ledbury	0.2%	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
Tesco Superstore, Siddington, Cirencester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
Tesco Superstore, St Peters Drive, Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Chepstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stratford Road, Stroud	1.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Worcester Road, Evesham	1.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Waitrose, Edith Walk, Great Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Stroud	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Monnow Street, Monmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Waitrose, The Old Market, Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Centre, Stratford upon Avon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Whole Foods Market, Gallagher Retail Park, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Can't remember)	0.7%	13	0.0%	0	1.1%	1	2.1%	1	0.8%	1	0.8%	0
Weighted base:	1868	81	121	47	89	37	63	20	28	98	76	
Sample:	1823	89	95	94	88	84	97	87	94	91	94	

**Q21 How did you travel to this store to do your main food shopping?***Those that do top-up shopping at Q19 excluding those who said 'Internet / delivery'*

Car / van (as driver)	77.9%	1331	58.5%	44	83.1%	96	77.6%	32	83.9%	67	78.0%	25	81.8%	40	80.1%	15	86.6%	22	69.8%	66	82.5%	56
Car / van (as passenger)	12.4%	212	11.8%	9	8.1%	9	10.0%	4	5.6%	4	14.8%	5	14.0%	7	7.9%	1	9.4%	2	18.2%	17	12.7%	9
Walk	6.4%	109	20.6%	16	4.0%	5	3.7%	2	7.6%	6	7.2%	2	3.1%	2	3.6%	1	0.0%	0	5.7%	5	4.8%	3
Bus	2.2%	38	3.2%	2	3.5%	4	2.1%	1	1.5%	1	0.0%	0	0.0%	0	1.0%	0	2.2%	1	6.4%	6	0.0%	0
Taxi	0.3%	5	0.0%	0	1.4%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.3%	4	2.9%	2	0.0%	0	5.6%	2	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	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.1%	2	1.3%	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%	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	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	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	2	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.3%	5	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.1%	1	7.5%	1	1.9%	0	0.0%	0	0.0%	0
Weighted base:	1709	75	115	42	79	32	49	19	26	95	68											
Sample:	1689	84	89	84	82	77	82	81	86	88	90											

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q22AIs (STORE MENTIONED AT Q20) your usual main food store?</b>																						
<i>Those that do top-up shopping at Q19</i>																						
Yes	89.8%	1679	96.2%	78	95.2%	115	79.1%	37	89.0%	80	98.1%	36	87.5%	56	90.1%	18	77.1%	22	86.9%	85	93.5%	71
No	10.2%	190	3.8%	3	4.8%	6	20.9%	10	11.0%	10	1.9%	1	12.5%	8	10.0%	2	22.9%	6	13.1%	13	6.5%	5
Weighted base:		1868		81		121		47		89		37		63		20		28		98		76
Sample:		1823		89		95		94		88		84		97		87		94		91		94

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q22B Which is your usual main food store?</b>																						
<i>Those whose last store they visited at Q20 isn't their usual main food store at Q22A</i>																						
Aldi, Bristol Road, Gloucester	2.5%	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	16.6%	2	54.7%	3
Aldi, Gloucester Road Tewkesbury	1.6%	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
Asda, Bruton Way, Gloucester	5.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hatherley Lane, Cheltenham	0.4%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bath Road, Cheltenham	0.2%	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	0.0%	0	0.0%	0
Co-op, Edinburgh Place, Cheltenham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Charlton Kings, Cheltenham	0.3%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Winchcombe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cheltenham	0.4%	1	25.0%	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
Iceland, Oxbode, Gloucester	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bristol Road, Gloucester	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
Lidl, Eastern Avenue, Gloucester	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
Lidl, Evesham Road, Bishops Cleeve	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Grosvenor Terrace, Cheltenham	0.7%	1	30.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Kingsditch Retail Park , Cheltenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Cheltenham	0.5%	1	19.5%	1	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
Morrisons, Ashchurch Road, Tewkesbury	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
Morrisons, Glevum Shopping Centre, Abbeydale, Gloucester	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Metz Way (Railway Triangle), Gloucester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Morrisons, Shurdington Road, Up Hatherley, Cheltenham	0.3%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Sainsbury's, Barnett Way, Barnwood, Gloucester	0.7%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham	3.3%	6	0.0%	0	13.5%	1	23.8%	2	25.9%	3	50.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Northgate Street, Gloucester	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priors Road, Oakley, Cheltenham	0.9%	2	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	0	4.4%	0	0.0%	0	0.0%	0
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	1.9%	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	24.9%	1
Tesco Express, Eastern Avenue, Gloucester	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	2.1%	4	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0
Tesco Extra, Quedgeley District Centre, Bristol Road, Gloucester	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0
Tesco Metro, Bishops Walk, Tewkesbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Cheltenham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Bishops Cleeve	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Colletts Drive, Cheltenham	3.9%	7	25.0%	1	27.0%	2	0.0%	0	40.7%	4	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, St Oswalds Road, Gloucester	4.9%	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	50.6%	7	0.0%	0
Waitrose, Honeybourne Way, Cheltenham	3.3%	6	0.0%	0	21.1%	1	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	2	0.0%	0	0.0%	0
Chepstow	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%	0	0.0%	0
Cribbs Causeway	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham town centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ross on Wye	0.8%	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
Stow on the Wold	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	3.3%	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
Worcester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	1.9%	4	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Horseshoe Lane, Thornbury	1.7%	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
Aldi, Swan Lane, Evesham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Highwood Lane, Bristol	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%	0	0.0%	0
Asda, King George's Way,	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)		Zone 1B (Cheltenham NW)		Zone 1C (Cheltenham SE)		Zone 1D (Cheltenham SW)		Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)		Zone 3B (Winchcombe )		Zone 4 (Cotswolds South)		Zone 5A (Gloucester Central)		Zone 5B (Gloucester South)		
Pershore																					
Chipping Campden	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cashes Green Road, Cainscross, Stroud	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Market Square, Newent	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%
Co-op, Newern Street, Lydney	0.8%	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%
Co-op, The Marshes, Coleford	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colesbourne	0.1%	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%
Farmfoods, Bristol Road, Quedgeley	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.4%	1	0.0%	0
Lidl, Love Lane, Cirencester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Parragate Road, Cinderford	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%
Lidl, Redbrook Road, Monmouth	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%	0	0.0%
Marks and Spencer, Eastgate Street, Gloucester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.4%	1	0.0%	0
Morrisons, Davies Road, Evesham	2.5%	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%
Morrisons, Roman Way, Malvern	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Station Street, Ross-on-Wye	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%
Sainsbury's, Dudbridge, Stroud	4.0%	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%
Tesco Express, Manchester Court, High Street, Moreton-in-Marsh	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.4%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Cam, Dursley	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%
Tesco Superstore, High Street, Lydney	2.1%	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%
Tesco Superstore, Station Road, Chepstow	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Worcester Road, Evesham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Stroud	2.7%	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%
Waitrose, Sheep Street,	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
Cirencester											
Waitrose, The Rosebird Centre, Stratford upon Avon	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	18.1%	34	0.0%	0	38.4%	2	29.3%	3	24.2%	2	0.0%
Weighted base:	190		3	6	10	10	1	8	2	6	13
Sample:	191		4	6	16	6	2	10	12	17	9

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
<b>Q23 Where do you do most of your top-up food shopping?</b>											
Aldi, Bristol Road, Gloucester	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Gloucester Road Tewkesbury	0.7%	14	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.5%
Aldi, Tewkesbury Road, Cheltenham	0.8%	16	4.1%	4	3.8%	5	0.0%	0	1.2%	1	0.9%
Asda, Bruton Way, Gloucester	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%
Asda, Hatherley Lane, Cheltenham	1.4%	29	2.1%	2	4.6%	6	0.9%	0	18.7%	19	1.7%
Co-op, The Green, Bishops Cleeve	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.1%
Co-op, Abbotswood centre, Brockworth, Gloucester	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bath Road, Cheltenham	0.7%	14	0.7%	1	0.0%	0	16.0%	8	4.0%	4	0.0%
Co-op, Cheltenham Road, Longlevens, Gloucester	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Finlay Road, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Co-op, Gloucester Road, Lansdowne, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Co-op, Hesters Way, Cheltenham	0.1%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Tewkesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Tredworth, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Co-op, Hillview Parade, Hucclecote, Gloucester	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hucclecote Road, Gloucester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Leckhampton Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%
Co-op, London Road, Charlton Kings, Cheltenham	0.8%	15	6.0%	5	0.0%	0	16.3%	8	0.0%	0	0.0%
Co-op, Montpellier Road, Cheltenham	0.2%	3	0.0%	0	1.0%	1	0.0%	0	1.8%	2	0.0%
Co-op, North Street, Winchcombe	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%
Co-op, Northway Lane, Tewkesbury	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Parton Road, Churchdown, Gloucester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
Co-op, Seventh Avenue, Tuffley, Gloucester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-op, Seymour Road, Gloucester	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0
Co-op, Warden Hill, Cheltenham	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Windyridge Road, Wymans Brook Estate, Cheltenham	0.3%	5	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cheltenham	0.1%	1	0.0%	0	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Oxbode, Gloucester	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	0.8%	1
Lidl, Bristol Road, Gloucester	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Lidl, Eastern Avenue, Gloucester	0.5%	9	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
Lidl, Evesham Road, Bishops Cleeve	1.1%	22	1.7%	2	0.0%	0	0.0%	0	0.0%	0	23.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Grosvenor Terrace, Cheltenham	0.2%	4	1.1%	1	1.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Ashchurch Road , Tewkesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
M&S Simply Food, Kingsditch Retail Park , Cheltenham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	0	0.6%	0	0.0%	0
Marks and Spencer, High Street, Cheltenham	0.6%	12	5.1%	5	2.6%	3	1.6%	1	1.8%	2	0.8%	0	0.0%	0	0.6%	0	2.4%	1	0.8%	1
Marks and Spencer, Southgate Street, Northgate St and Gloucester Quays, Gloucester	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.3%	1
Morrisons, Ashchurch Road, Tewkesbury	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Glevum Shopping Centre, Abbeylea, Gloucester	1.5%	30	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
Morrisons, Metz Way (Railway Triangle), Gloucester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.5%	0
Morrisons, Prestbury Road, Cheltenham	0.1%	2	0.9%	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
Morrisons, Shurdington Road, Up Hatherley, Cheltenham	1.4%	27	0.0%	0	2.8%	4	8.6%	4	17.3%	17	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0
Sainsbury's, Barnett Way,	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.2%	4	0.8%	1

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Barnwood, Gloucester	0.3%	6	0.0%	0	0.0%	0	2.8%	1	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Cheltenham	1.2%	24	0.7%	1	13.3%	17	0.7%	0	1.8%	2	0.6%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0
Sainsbury's, Northgate Street, Gloucester	1.4%	28	27.2%	24	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0
Sainsbury's, Priors Road, Oakley, Cheltenham	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	10.9%	9
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.2%	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	3.3%	4	0.0%	0
Tesco Express, Eastern Avenue, Gloucester	0.4%	9	4.1%	4	0.8%	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
Tesco Express, Hewlett Road, Cheltenham	0.4%	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	4.0%	4	0.0%	0
Tesco Express, Lysons Avenue, Bristol Road, Gloucester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mead Road, Gloucester	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Cheltenham Road, Langlevens, Gloucester	0.4%	7	2.1%	2	3.8%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Queens Road, Cheltenham	2.0%	39	0.0%	0	0.0%	0	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, Brockworth, Gloucester Business Park, Gloucester	2.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	47.5%	37
Tesco Extra, Quedgeley District Centre, Bristol Road, Gloucester	1.2%	23	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Bishops Walk, Tewkesbury	0.6%	11	0.0%	0	1.6%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Cheltenham	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cheltenham Road, Churchdown	1.6%	32	1.9%	2	0.0%	0	0.0%	0	0.0%	0	50.5%	24	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Bishops Cleeve	1.4%	28	1.1%	1	17.4%	22	0.0%	0	4.8%	5	0.8%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Superstore, Colletts Drive, Cheltenham	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	1.6%	1
Tesco Superstore, St Oswalds Road, Gloucester	1.6%	33	9.5%	9	5.6%	7	7.0%	3	8.0%	8	1.2%	1	0.7%	0	3.5%	1	1.6%	0	0.0%	0	1.5%	1
Waitrose, Honeybourne																						

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Way, Cheltenham																						
Bishops Cleeve	0.3%	5	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	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
Cheltenham town centre	0.7%	14	6.2%	6	1.7%	2	7.6%	4	1.8%	2	0.0%	0	0.0%	0	1.0%	0	1.7%	1	0.0%	0	0.0%	0
Chepstow	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
Cinderford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	1.2%	24	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Coleford	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dursley	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
Evesham town centre	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester city centre	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	8	0.0%	0	0.0%	0
Gloucester Quays (outlet centre), Gloucester	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	0.8%	1	0.0%	0
Lydney	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	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
Pershore	0.9%	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	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	0	0.0%	0
Ross on Wye	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
Stow on the Wold	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	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%	0	0.0%	0
Stroud	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon town centre	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
Tewkesbury	0.3%	6	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
Upton-on-Severn	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%	0	0.0%	0
Winchcombe	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	1.0%	21	1.5%	1	0.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	5.2%	1	2.5%	1	1.6%	2	0.0%	0
Aldi, Brookend Street, Ross-on-Wye	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
Aldi, Cricklade Road, Cirencester	0.3%	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
Aldi, Horseshoe Lane, Thornbury	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
Aldi, Swan Lane, Evesham	0.2%	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
Andoversford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, King George's Way, Pershore	0.4%	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
Asda, Longwood Drive, Cardiff	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
Asda, Naas Lane Link Road, Kingsway, Quedgeley	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	9.7%	8	0.0%	0
Ashleworth	0.2%	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
Badsey	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
Berkeley	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
Berry Hill	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
Bisley	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%	0	0.0%	0
Blakeney	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Bourton-on-the-Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Bream	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
Brierley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookthorpe	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	0.8%	1
Budgens, High Street, Moreton-in-Marsh	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Lyefield Road West, Charlton Kings	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Russells, Back Lane, Broadway	0.2%	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
Charlton Kings	0.2%	4	0.9%	1	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0
Chipping Campden	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
Churchdown	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
Co-op, Alkerton Cross, Eastington	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burford Road, Harebushes, Cirencester	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
Co-op, Cashes Green Road, Cainscross, Stroud	0.6%	11	0.0%	0	0.0%	0	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, Church Street, Cheltenham	0.2%	5	0.0%	0	0.0%	0	1.6%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Davies Road, Evesham	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
Co-op, Dockham Road, Cinderford	0.3%	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
Co-op, High Street, Chipping Campden	0.1%	3	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
Co-op, High Street, Gloucester	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%	1	0.0%	0
Co-op, High Street, Mitcheldean	0.3%	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
Co-op, High Street, Moreton-in-Marsh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stonehouse	0.8%	16	0.0%	0	0.0%	0	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, London House, High Street, Drybrook	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
Co-op, Manchester House, High Street, Newent	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
Co-op, Market Place, Fairford	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
Co-op, Market Square, Newent	0.5%	11	0.0%	0	0.0%	0	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, Newern Street, Lydney	0.4%	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
Co-op, Old Street,	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Upton-on-Severn																						
Co-op, Rosebery Road, Dursley	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
Co-op, Salter Street, Berkeley	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Slad Road, Stroud	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%	0	0.0%	0
Co-op, Station Road, Bourton-on-the-Water	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	11	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Marshes, Coleford	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Stow On The Wold	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
Co-op, Valley Road, Cinderford	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
Coaley	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
Colesbourne	0.0%	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
Costcutter, The Cotswold Stores, Northleach	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
Costcutter, Wheatpieces District Centre, Tewkesbury	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
Court Farm Shop, Stoke Road, Stoke Orchard	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
Eastcombe	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%	0	0.0%	0
Eastington	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
Ebley	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
Ellenden Farmshop, Evesham Road, Evesham	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
Fairford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falfield	0.0%	0	0.0%	0	0.0%	0	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, Bristol Road, Quedgeley	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	1.0%	1	0.8%	1
Farmfoods, Coronation Square, Cheltenham	0.1%	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%	0	0.0%	0
Farmfoods, Eastern Avenue, Gloucester	0.0%	0	0.0%	0	0.0%	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
Hardwicke	0.0%	0	0.0%	0	0.0%	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
Hempsted	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	1.6%	1
Highnam	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
Holmleigh	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
Home Bargains, Merrywalks Shopping Centre, Stroud	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
Honeybourne	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
Hucclecote	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
Huntley	0.0%	0	0.0%	0	0.0%	0	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, Edinburgh Place, Cheltenham	0.3%	5	0.0%	0	4.3%	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



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
Iceland, High Street, Evesham	0.2%	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
Iceland, Parsonage Street, Dursley	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
Iceland, Union Street, Cornhill, Stroud	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
Leckhampton	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Ledbury	0.0%	0	0.0%	0	0.0%	0	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, Broadway Road, Evesham	0.4%	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
Lidl, Bulwark Road, Chepstow	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
Lidl, Kingshill Road, Dursley	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Love Lane, Cirencester	0.4%	7	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
Lidl, Parragate Road, Cinderford	0.6%	11	0.0%	0	0.0%	0	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, Redbrook Road, Monmouth	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
Littledean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Folly Lane, Uplands, Stroud	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
Londis, Llandogo, Monmouth	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
Longhope	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
Lydbrook	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
Marks and Spencer, Dyer Street, Cirencester	0.2%	4	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
Marks and Spencer, Eastgate Street, Gloucester	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
Marks and Spencer, Evesham Shopping Park, Evesham	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
Marks and Spencer, The Mall Cribbs Causeway, Patchway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milkwall	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
Minchinhampton	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minsterworth	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
Moreton-in-Marsh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Dyer Street, Cirencester	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%	0	0.0%	0
Morrisons, Davies Road, Evesham	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Eldene Drive, Swindon	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
Morrisons, George Street,	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
Nailsworth												
Morrisons, Station Road, Yate	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Street, Ross-on-Wye	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newent	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newnham on Severn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Broad Street, Newent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Cirencester Road, Charlton Kings, Cheltenham	0.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Nisa, High Street, Coleford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, High Street, Twynning	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Nibley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northleach	0.2%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0
One Stop, Elmgrove Road East, Hardwicke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
One Stop, High Street, Chipping Campden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Kingsholm Road, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
One Stop, Phillimore Road, Cam, Dursley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Salter Street, Berkeley	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pippins, Broad Street, Newent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, High Street, Prestbury, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Main Street, Lydbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Matson Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prestbury	0.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruardean	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Barton Street, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Cheltenham	0.1%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Street, Dursley	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dudbridge, Stroud	2.8%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shell Service Station, Draycott, Cam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shell Service Station,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
Westend Roundabout, Eastington											
Shurdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Siddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Cerney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Badsey Fields Lane, Evesham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Broadway Lane, South Cerney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Caernavon Court, Hatherley, Cheltenham	0.1%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%
Spar, High Street, Badsey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, High Street, Bream	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Mark's	0.2%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%
Staunton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stonehouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stroud #096	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Chesterton Lane, Chesterton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Grange Road, Tuffley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, Coleford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, Pershore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Gloucester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Tesco Express, Manchester Court, High Street, Moreton-in-Marsh	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Stratford Road, Paganhill, Stroud	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Farrell Close, Cirencester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.3%	7	0.0%	0	0.0%	0	0.0%	0	9.0%	6	5.3%
Tesco Superstore, High Street, Cam, Dursley	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, High Street, Lydney	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Midland Way, Thornbury, Bristol	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Orchard Lane, Ledbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Tesco Superstore, Stratford Road, Stroud	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Tesco Superstore, Worcester Road, Evesham	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Toddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0										
Tredworth, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1										
Tuffley, Gloucester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Uley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Up Hatherley	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0										
Upper Rissington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0										
Waitrose, Edith Walk, Great Malvern	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Waitrose, High Street, Wellington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0										
Waitrose, London Road, Stroud	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Waitrose, Monnow Street, Monmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Waitrose, Sheep Street, Cirencester	0.9%	17	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.0%	1										
Warden Hill	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0										
Weston-super-Mare	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Willersey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Woodmancote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0										
Woolaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Wotton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Wotton-Under-Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Yorkley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
(Don't do this type of shopping)	11.9%	239	15.4%	14	17.7%	22	5.5%	3	17.0%	17	5.7%	3	22.4%	15	12.7%	3	19.1%	6	10.6%	11	9.7%	8
(Don't know / varies)	4.0%	81	5.0%	4	4.3%	5	8.1%	4	1.8%	2	0.0%	0	1.5%	1	0.6%	0	9.7%	3	4.4%	5	1.5%	1
Weighted base:		2009		89		126		49		100		47		65		22		30		108		78
Sample:		2008		100		100		101		100		103		100		100		101		100		100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q24A Which of the following smaller shopping centres in the Cheltenham area is nearest to you? [PR]</b>																						
<i>Those who live in Zones 1A, 1B, 1C, 1D or 2</i>																						
Coronation Square	15.6%	64	0.0%	0	38.2%	48	0.9%	0	15.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road and The Suffolks	21.4%	88	15.8%	14	8.8%	11	52.5%	26	37.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uphatherley at Caernarvon Road / Shurdington Road	7.8%	32	2.1%	2	0.8%	1	1.1%	1	28.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixways at London Road in Charlton Kings	10.4%	43	25.7%	23	1.2%	2	36.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	14.9%	61	17.4%	16	1.4%	2	0.0%	0	0.0%	0	93.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch	17.0%	70	12.5%	11	36.3%	46	4.7%	2	7.9%	8	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.0%	53	26.6%	24	13.2%	17	4.3%	2	10.5%	10	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		411		89		126		49		100		47		0		0		0		0		0
Sample:		504		100		100		101		100		103		0		0		0		0		0

### Q24B Which of the following smaller shopping centres in Gloucester is nearest to you? [PR]

*Those who live in Zones 5A, 5B, 5C or 5D*

Brockworth	27.8%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	10	0.8%	1
Quedgeley District Centre	28.6%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	35	79.8%	62
Abbeylea District Centre (Glevum Way)	23.9%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	28	0.0%	0
Kingsway	5.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	16.7%	13
(Don't know)	14.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	30	2.8%	2
Weighted base:		502		0		0		0		0		0		0		0		108		78
Sample:		401		0		0		0		0		0		0		0		100		100

**Mean score: [Number of visits per week]**

### Q25A How often do you use this centre (SMALLER CHELTENHAM CENTRE MENTIONED AT Q24A) for each of the following activities? [PR]

*Those who live in Zones 1A, 1B, 1C, 1D or 2*

#### Food shopping

Every day	4.1%	17	2.4%	2	0.0%	0	5.1%	2	2.4%	2	21.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	14.4%	59	11.6%	10	5.9%	7	22.9%	11	11.7%	12	39.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	19.6%	81	9.1%	8	23.4%	30	21.7%	11	17.0%	17	32.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	5.6%	23	9.5%	8	3.8%	5	10.6%	5	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	19.6%	81	24.1%	22	28.0%	35	14.1%	7	15.6%	16	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	24.9%	102	18.9%	17	26.9%	34	22.4%	11	39.3%	39	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.7%	48	24.3%	22	11.9%	15	3.2%	2	9.3%	9	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.86		0.61		0.46		1.12		0.64		2.60		0.00		0.00		0.00		0.00		0.00
Weighted base:		411		89		126		49		100		47		0		0		0		0		0
Sample:		504		100		100		101		100		103		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Non-food shopping</b>																						
Every day	2.0%	8	2.8%	2	0.0%	0	0.7%	0	1.2%	1	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	6.0%	25	8.8%	8	0.8%	1	11.8%	6	6.3%	6	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	10.7%	44	8.4%	7	7.0%	9	16.0%	8	10.8%	11	19.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	7.7%	32	6.0%	5	6.2%	8	6.8%	3	6.5%	6	18.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	24.7%	102	19.9%	18	28.2%	36	35.1%	17	17.0%	17	29.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	36.9%	152	29.8%	27	44.8%	56	26.4%	13	48.9%	49	14.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.0%	49	24.3%	22	12.9%	16	3.2%	2	9.3%	9	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.48		0.54		0.20		0.58		0.40		1.18		0.00		0.00		0.00		0.00		0.00	
Weighted base:	411		89		126		49		100		47		0		0		0		0		0	
Sample:	504		100		100		101		100		103		0		0		0		0		0	
<b>Services (post office, bank, building society, etc)</b>																						
Every day	1.4%	6	2.6%	2	0.0%	0	0.7%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	2.4%	10	2.0%	2	0.0%	0	4.7%	2	3.4%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	8.3%	34	3.3%	3	3.2%	4	21.4%	11	4.2%	4	26.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	5.8%	24	8.8%	8	0.8%	1	10.7%	5	4.7%	5	10.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	16.2%	67	12.7%	11	11.2%	14	27.7%	14	16.4%	16	24.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	54.1%	222	46.3%	41	73.8%	93	30.9%	15	60.5%	60	26.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.8%	49	24.3%	22	11.0%	14	3.9%	2	10.8%	11	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.31		0.34		0.07		0.49		0.18		0.96		0.00		0.00		0.00		0.00		0.00	
Weighted base:	411		89		126		49		100		47		0		0		0		0		0	
Sample:	504		100		100		101		100		103		0		0		0		0		0	
<b>Leisure activities</b>																						
Every day	1.6%	7	1.7%	2	0.6%	1	1.6%	1	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	3.7%	15	5.2%	5	0.8%	1	3.7%	2	0.8%	1	15.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	4.8%	20	4.7%	4	1.4%	2	9.7%	5	4.5%	4	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	2.6%	11	3.3%	3	2.4%	3	1.1%	1	2.4%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	6.2%	25	9.3%	8	3.0%	4	9.3%	5	3.2%	3	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	69.5%	286	50.7%	45	80.8%	102	70.1%	35	79.9%	79	52.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.7%	48	25.2%	23	11.0%	14	4.6%	2	9.3%	9	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.27		0.32		0.10		0.31		0.08		0.99		0.00		0.00		0.00		0.00		0.00	
Weighted base:	411		89		126		49		100		47		0		0		0		0		0	
Sample:	504		100		100		101		100		103		0		0		0		0		0	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
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Mean score: [Number of visits per week]

**Q25B How often do you use this centre (SMALLER GLOUCESTER CENTRE MENTIONED AT Q24B) for each of the following activities? [PR]**

Those who live in Zones 5A, 5B, 5C or 5D

**Food shopping**

Every day	1.9%	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	2.0%	2	7.1%	6
More than once a week	9.5%	48	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	24.7%	19
Once a week	26.3%	132	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%	6	39.0%	31
Once every two weeks	6.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	5.2%	4
Once a month or less	16.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	20	14.8%	12
Never	28.4%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.1%	43	6.4%	5
(Don't know)	11.5%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	29	2.8%	2
Mean:	0.67		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.30		1.45	
Weighted base:	502		0		0		0		0		0		0		0		0		108		78	
Sample:	401		0		0		0		0		0		0		0		0		100		100	

**Non-food shopping**

Every day	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	1.3%	1
More than once a week	4.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Once a week	10.5%	53	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	22.1%	17
Once every two weeks	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.0%	4
Once a month or less	19.9%	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	21.9%	24	38.4%	30
Never	50.6%	254	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.8%	50	29.9%	23
(Don't know)	12.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	31	2.8%	2
Mean:	0.28		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.09		0.46	
Weighted base:	502		0		0		0		0		0		0		0		0		108		78	
Sample:	401		0		0		0		0		0		0		0		0		100		100	

**Services (post office, bank, building society, etc)**

Every day	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
More than once a week	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Once a week	6.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	8.2%	6
Once every two weeks	1.5%	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	0.6%	1	6.8%	5
Once a month or less	14.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	11	23.7%	19
Never	63.8%	320	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.1%	63	46.6%	36
(Don't know)	13.7%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	31	12.0%	9
Mean:	0.15		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.06		0.31	
Weighted base:	502		0		0		0		0		0		0		0		0		108		78	
Sample:	401		0		0		0		0		0		0		0		0		100		100	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
<b>Leisure activities</b>												
Every day	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	2.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
Once a week	3.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8
Once every two weeks	2.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Once a month or less	7.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	8.1%	9	9
Never	70.4%	354	0.0%	0	0.0%	0	0.0%	0	0.0%	63.5%	68	53
(Don't know)	12.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	28.4%	31	2
Mean:		0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.25	
Weighted base:		502	0	0	0	0	0	0	0	108	78	
Sample:		401	0	0	0	0	0	0	0	100	100	

Mean score: [Very Good = 2, Good = 2, Poor = -1, Very poor = -2]

## Q26A Overall, how do you rate the following aspects of the Centre at (SMALLER CHELTENHAM CENTRE MENTIONED AT Q24A)? [PR]

Those who live in Zones 1A, 1B, 1C, 1D or 2

### Range and choice of non-food shops

Very Good	13.5%	55	16.9%	15	13.3%	17	14.9%	7	10.6%	11	12.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	40.5%	167	36.5%	33	34.1%	43	59.3%	29	31.7%	32	64.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	13.7%	56	4.7%	4	9.8%	12	18.8%	9	22.0%	22	18.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	9.6%	39	2.2%	2	21.9%	28	0.0%	0	7.8%	8	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	22.7%	94	39.6%	35	20.8%	26	7.0%	3	27.9%	28	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.45	1.02	0.09	0.76	0.21	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		411	89	126	49	100	47	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		504	100	100	101	100	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

### Choice and quality of supermarkets

Very Good	11.9%	49	14.9%	13	7.4%	9	12.4%	6	10.0%	10	21.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	44.5%	183	34.1%	31	43.1%	54	55.5%	27	40.9%	41	64.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	14.3%	59	8.1%	7	14.0%	18	21.2%	10	17.1%	17	13.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	5.5%	23	3.5%	3	13.4%	17	0.7%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	23.8%	98	39.4%	35	22.1%	28	10.2%	5	29.6%	29	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.56	0.81	0.22	0.64	0.56	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		411	89	126	49	100	47	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		504	100	100	101	100	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Choice and quality of service facilities (eg. Banks, building societies, and travel agents)</b>																						
Very Good	8.3%	34	15.2%	14	4.3%	5	9.8%	5	6.3%	6	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	29.9%	123	27.5%	25	20.4%	26	47.5%	23	24.3%	24	53.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	14.4%	59	3.3%	3	15.0%	19	24.2%	12	12.9%	13	27.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	15.3%	63	4.3%	4	26.6%	33	9.8%	5	17.6%	17	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	32.1%	132	49.7%	44	33.7%	43	8.8%	4	39.0%	39	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.02		0.92		-0.59		0.26		-0.18		0.30		0.00		0.00		0.00		0.00		0.00
Weighted base:		411		89		126		49		100		47		0		0		0		0		0
Sample:		504		100		100		101		100		103		0		0		0		0		0
<b>Range and choice of leisure / entertainment facilities</b>																						
Very Good	5.8%	24	10.9%	10	4.3%	5	7.7%	4	2.9%	3	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	15.1%	62	16.5%	15	5.5%	7	28.3%	14	11.8%	12	31.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	20.9%	86	5.3%	5	21.3%	27	34.3%	17	20.9%	21	35.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	20.0%	82	13.8%	12	32.3%	41	13.9%	7	14.7%	15	16.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	38.1%	157	53.5%	48	36.6%	46	15.7%	8	49.8%	50	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.55		0.12		-1.13		-0.22		-0.65		-0.33		0.00		0.00		0.00		0.00		0.00
Weighted base:		411		89		126		49		100		47		0		0		0		0		0
Sample:		504		100		100		101		100		103		0		0		0		0		0
<b>Accessibility by public transport</b>																						
Very Good	8.7%	36	9.4%	8	6.0%	8	9.6%	5	4.7%	5	22.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	35.2%	145	17.5%	16	37.2%	47	35.1%	17	41.5%	41	49.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.5%	19	6.0%	5	1.4%	2	10.9%	5	3.2%	3	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.1%	17	3.0%	3	4.9%	6	6.6%	3	4.2%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	47.6%	196	64.2%	57	50.4%	64	37.7%	19	46.5%	46	20.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.76		0.68		0.77		0.49		0.73		1.09		0.00		0.00		0.00		0.00		0.00
Weighted base:		411		89		126		49		100		47		0		0		0		0		0
Sample:		504		100		100		101		100		103		0		0		0		0		0
<b>Accessibility by car</b>																						
Very Good	17.3%	71	14.6%	13	21.8%	28	11.9%	6	9.3%	9	32.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	49.6%	204	38.9%	35	46.7%	59	62.3%	31	52.9%	53	57.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	3.5%	14	1.1%	1	1.4%	2	11.9%	6	2.7%	3	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.6%	7	1.1%	1	3.5%	4	0.7%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	28.1%	115	44.4%	40	26.5%	33	13.2%	6	34.1%	34	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.08		1.17		1.12		0.84		1.02		1.21		0.00		0.00		0.00		0.00		0.00
Weighted base:		411		89		126		49		100		47		0		0		0		0		0
Sample:		504		100		100		101		100		103		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)		Zone 1B (Cheltenham NW)		Zone 1C (Cheltenham SE)		Zone 1D (Cheltenham SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswolds North)		Zone 3B (Winchcombe )		Zone 4 (Cotswolds South)		Zone 5A (Gloucester Central)		Zone 5B (Gloucester South)		
<b>Adequacy of parking arrangements</b>																						
Very Good	12.9%	53	13.9%	12	18.7%	24	5.6%	3	10.8%	11	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	42.2%	173	30.8%	28	45.2%	57	50.2%	25	44.2%	44	43.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	11.8%	49	9.1%	8	3.8%	5	24.0%	12	9.0%	9	31.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.3%	18	1.9%	2	3.5%	4	9.1%	4	1.8%	2	11.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	28.8%	119	44.3%	40	28.8%	36	11.1%	5	34.1%	34	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.67		0.82		1.01		0.22		0.81		0.03		0.00		0.00		0.00		0.00		0.00
Weighted base:		411		89		126		49		100		47		0		0		0		0		0
Sample:		504		100		100		101		100		103		0		0		0		0		0
<b>Quality of the environment</b>																						
Very Good	12.8%	53	21.0%	19	7.4%	9	16.1%	8	8.6%	9	17.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	52.0%	214	34.5%	31	45.9%	58	69.9%	34	55.8%	56	75.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	7.4%	30	4.7%	4	13.4%	17	4.2%	2	4.9%	5	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	5.2%	22	0.9%	1	12.6%	16	2.7%	1	2.7%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	22.6%	93	39.0%	35	20.6%	26	7.0%	3	27.9%	28	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.77		1.15		0.28		1.00		0.87		1.02		0.00		0.00		0.00		0.00		0.00
Weighted base:		411		89		126		49		100		47		0		0		0		0		0
Sample:		504		100		100		101		100		103		0		0		0		0		0
<b>Ease of pedestrian movement around the centre</b>																						
Very Good	11.7%	48	16.1%	14	12.9%	16	8.8%	4	6.0%	6	15.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	57.9%	238	41.3%	37	54.4%	69	77.5%	38	63.5%	63	66.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	6.5%	27	3.8%	3	8.9%	11	6.0%	3	1.5%	1	16.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.3%	5	0.9%	1	1.6%	2	0.7%	0	1.7%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	22.6%	93	37.9%	34	22.3%	28	7.0%	3	27.3%	27	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.93		1.09		0.87		0.94		0.97		0.79		0.00		0.00		0.00		0.00		0.00
Weighted base:		411		89		126		49		100		47		0		0		0		0		0
Sample:		504		100		100		101		100		103		0		0		0		0		0
<b>The level of personal security and safety</b>																						
Very Good	13.5%	56	17.6%	16	8.4%	11	23.5%	12	8.6%	9	19.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	51.5%	212	42.8%	38	43.6%	55	67.4%	33	52.6%	52	69.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	5.8%	24	0.0%	0	9.3%	12	0.7%	0	9.6%	10	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.6%	19	0.9%	1	12.3%	16	0.7%	0	1.8%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	24.6%	101	38.8%	35	26.4%	33	7.7%	4	27.3%	27	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.84		1.25		0.36		1.22		0.78		1.08		0.00		0.00		0.00		0.00		0.00
Weighted base:		411		89		126		49		100		47		0		0		0		0		0
Sample:		504		100		100		101		100		103		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
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Mean score: [Very Good = 2, Good = 2, Poor = -1, Very poor = -2]

## Q26B Overall, how do you rate the following aspects of the Centre at (SMALLER GLOUCESTER CENTRE MENTIONED AT Q24B)? [PR]

*Those who live in Zones 5A, 5B, 5C or 5D*

### Range and choice of non-food shops

Very Good	4.1%	21	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%	2	7.4%	6
Good	34.7%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.5%	44	49.4%	39
Poor	21.7%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	9	27.9%	22
Very poor	5.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Don't Know	34.3%	172	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.8%	54	9.8%	8
Mean:		0.17		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.70		0.28
Weighted base:		502		0		0		0		0		0		0		0		0		108		78
Sample:		401		0		0		0		0		0		0		0		0		100		100

### Choice and quality of supermarkets

Very Good	11.2%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	8	13.8%	11
Good	46.7%	235	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.0%	46	69.5%	54
Poor	12.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	7.2%	6
Very poor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Don't Know	29.6%	149	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.3%	49	8.5%	7
Mean:		0.80		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.98		0.96
Weighted base:		502		0		0		0		0		0		0		0		0		108		78
Sample:		401		0		0		0		0		0		0		0		0		100		100

### Choice and quality of service facilities (eg. Banks, building societies, and travel agents)

Very Good	5.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.8%	3
Good	24.1%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	27	34.3%	27
Poor	20.6%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	8	25.1%	20
Very poor	7.4%	37	0.0%	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	20.6%	16
Don't Know	42.6%	214	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.3%	71	16.2%	13
Mean:		-0.01		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.53		-0.29
Weighted base:		502		0		0		0		0		0		0		0		0		108		78
Sample:		401		0		0		0		0		0		0		0		0		100		100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
<b>Range and choice of leisure / entertainment facilities</b>												
Very Good	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Good	18.3%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	17
Poor	27.7%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	18
Very poor	7.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Don't Know	46.1%	232	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.6%	68
Mean:	-0.41		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.21	-0.47
Weighted base:	502	0	0	0	0	0	0	0	0	108	78	
Sample:	401	0	0	0	0	0	0	0	0	100	100	
<b>Accessibility by public transport</b>												
Very Good	6.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	14
Good	38.9%	195	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	43
Poor	4.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Very poor	4.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	46.3%	233	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.7%	62
Mean:	0.74		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.89	0.91
Weighted base:	502	0	0	0	0	0	0	0	0	108	78	
Sample:	401	0	0	0	0	0	0	0	0	100	100	
<b>Accessibility by car</b>												
Very Good	20.6%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	12
Good	49.2%	247	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.1%	47
Poor	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	29.3%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.8%	47
Mean:	1.27		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.16	1.34
Weighted base:	502	0	0	0	0	0	0	0	0	108	78	
Sample:	401	0	0	0	0	0	0	0	0	100	100	
<b>Adequacy of parking arrangements</b>												
Very Good	13.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	11
Good	48.5%	243	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.3%	45
Poor	5.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Very poor	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	31.3%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.8%	49
Mean:	0.96		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12	0.78
Weighted base:	502	0	0	0	0	0	0	0	0	108	78	
Sample:	401	0	0	0	0	0	0	0	0	100	100	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
<b>Quality of the environment</b>												
Very Good	8.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Good	54.4%	273	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.8%	63
Poor	7.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3
Very poor	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Don't Know	30.1%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.6%	7
Mean:	0.90		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.94	
Weighted base:	502		0	0	0	0	0	0	0	108	78	
Sample:	401		0	0	0	0	0	0	0	100	100	
<b>Ease of pedestrian movement around the centre</b>												
Very Good	6.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8
Good	56.6%	284	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.6%	59
Poor	4.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Very poor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Don't Know	32.4%	163	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.1%	7
Mean:	0.94		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.92	0.99	
Weighted base:	502		0	0	0	0	0	0	0	108	78	
Sample:	401		0	0	0	0	0	0	0	100	100	
<b>The level of personal security and safety</b>												
Very Good	7.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	10
Good	52.9%	266	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	55
Poor	3.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Very poor	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	35.5%	178	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.4%	9
Mean:	0.98		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.96	1.04	
Weighted base:	502		0	0	0	0	0	0	0	108	78	
Sample:	401		0	0	0	0	0	0	0	100	100	
<b>Q27A Do you use Gloucester City Centre for shopping?</b>												
<i>Those who live in Zones 5A, 5B, 5C or 5D</i>												
Yes	81.1%	408	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.3%	63
No	18.9%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	15
Weighted base:	502		0	0	0	0	0	0	0	108	78	
Sample:	401		0	0	0	0	0	0	0	100	100	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)			
<b>Q27B Why do you not use Gloucester City Centre for shopping? [MR]</b>														
<i>Those who don't use Gloucester City Centre for shopping at Q27A</i>														
Enough choice in the local Quedgeley area	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	16.4%	3
Not easy to get to	9.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0
Not enough choice	21.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2	15.7%	2
Prefer other town centres	39.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	3	33.9%	5
Too far away	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	15.2%	2
Other	9.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	2.6%	0
Difficult / expensive parking	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	3
No reason to go there	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.1%	6	0.0%	0
Not a nice place / don't like it	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	5.1%	1
Too old / ill	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Weighted base:		95		0		0		0		0		18		15
Sample:		77		0		0		0		0		14		27

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
<b>Q28A Where do you normally go for leisure and evening entertainment?</b>																				
<i>Those who live in Zones 5A, 5B, 5C or 5D</i>																				
Bristol City Centre	2.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	8	2.0%	2
Cardiff City Centre	0.9%	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	3.4%	3
Cheltenham Town Centre	14.9%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	6.6%	5
Gloucester City Centre (if cited ask whether Gloucester Quays or not)	15.7%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	18	14.4%	11
Gloucester Quays	25.4%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	37	29.7%	23
Hereford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Quedgeley	1.8%	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	6.7%	5
Abbeymead	0.4%	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
Barnwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadoak	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
Brockworth	0.7%	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
Cam	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	0.5%	0
Churchdown	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dursley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Evesham	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%	0
Hardwicke	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	0.5%	0
Hucclecote	0.7%	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
Longlevens	1.3%	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
Malvern	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
Painswick	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	0.0%	0
Saul	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%	0
Stroud	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	1
Tewkesbury	0.8%	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
Tredworth	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Upton St Leonards	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	6.4%	5
(NEVER do leisure or evening entertainment)	23.8%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	23	25.0%	20
Weighted base:		502		0		0		0		0		0		0		0		108		78
Sample:		401		0		0		0		0		0		0		0		100		100
<b>Q28B Do you ever use Gloucester City Centre for leisure and evening entertainment?</b>																				
<i>Those who live in Zones 5A, 5B, 5C or 5D excluding those who said 'Gloucester City Centre' or '(NEVER do leisure or evening entertainment)' at Q28A</i>																				
Yes	35.2%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	16	36.6%	17
No	64.8%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.4%	51	63.4%	30
Weighted base:		304		0		0		0		0		0		0		0		67		47
Sample:		222		0		0		0		0		0		0		0		58		53

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)									
<b>Q29 Why do you not use Gloucester City Centre for leisure and evening entertainment? [MR]</b>																				
<i>Those who don't use Gloucester City Centre for leisure or evening entertainment at Q28B</i>																				
Enough choice in the local Quedgeley area	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	3.0%	1
Not easy to get to	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough choice	17.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	9	8.3%	3
Prefer other town centres	20.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	7	17.0%	5
Too far away	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	1.3%	0
Other	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	6.0%	2
No particular reason	14.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	8	18.0%	5
Difficult parking	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Don't feel safe there / anti-social behaviour	10.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	18.6%	6
I don't go out in the evening	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	1
I'm too old / disabled	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0
It's more for young people	6.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.0%	1
It's not an attractive place to visit	5.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	1
Lack of leisure facilities	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Nothing appeals to me there	8.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	8	12.9%	4
The Quays is better	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5	1.3%	0
(Don't know)	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.9%	3
Weighted base:		197		0		0		0		0		0		0		0		51		30
Sample:		154		0		0		0		0		0		0		0		40		40

**Q30 When you go to Gloucester City Centre for ANY reason, how do you usually travel?***Those who live in Zones 5A, 5B, 5C or 5D*

Car / van (as driver)	51.0%	256	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.9%	43	64.4%	50
Car / van (as passenger)	7.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	11.2%	9
Walk	9.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	37	4.7%	4
Bus	23.8%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	11	10.7%	8
Taxi	1.1%	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	2.0%	2
Cycle	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	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
Motorcycle	0.0%	0	0.0%	0	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	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	0.0%	0
Never visit Gloucester City Centre	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.4%	2
(Don't know / varies)	3.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	4.1%	3
Weighted base:		502		0		0		0		0		0		0		0		108		78
Sample:		401		0		0		0		0		0		0		0		100		100



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q31 Why is this your preferred way to travel? [MR]</b>																						
<i>Those who chose a method of transport at Q30</i>																						
Fastest way to get there	15.4%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.4%	32	17.9%	13
I don't drive so I get a taxi so I can carry my shopping in it	0.9%	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	0.7%	1	0.0%	0
I don't drive so I use public transport	6.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.4%	1
I get taken there (I'm a passenger so I have no say)	1.4%	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	3.2%	3	0.5%	0
I like driving	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
I like using the Park and Ride	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	0.5%	0
I like walking	0.8%	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	2.2%	2	0.0%	0
It's only a short distance away so I don't mind walking	5.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	23	0.8%	1
Most convenient way to get there	40.2%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	14	36.0%	26
So I can put my shopping in the boot	0.8%	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	1.1%	1
You can't get public transport there so you have to use your car	3.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	6.9%	5
Other	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	1
Don't have to park	1.5%	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	3.6%	4	1.4%	1
Going by car allows us to all go as a family	2.0%	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	7.3%	5
I have a bus pass / free travel	4.3%	20	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	1.4%	1
I'm / partner is disabled / can't walk far so prefer going by car	1.9%	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	3.0%	3	4.6%	3
It allows me to have a drink	3.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6
Travelling by car is the safest way to travel	1.8%	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	0.9%	1	3.8%	3
Travelling by foot / cycle keeps me fit	0.6%	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	0.9%	1	0.0%	0
Using the car is cheaper than public transport	1.5%	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	0.9%	1	1.4%	1
Walking / cycling is free (Don't know)	0.7%	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	1.8%	2	0.5%	0
	4.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	4.2%	3
Weighted base:		472		0		0		0		0		0		0		0		0		99		73
Sample:		368		0		0		0		0		0		0		0		0		91		89

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)											
<b>Q32 What would encourage you to visit Gloucester City Centre more often? [MR]</b>																						
<i>Those who live in Zones 5A, 5B, 5C or 5D</i>																						
Nothing	34.2%	172	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	43	35.1%	27
Better public transport facilities	0.9%	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	1.0%	1	1.3%	1
Better range of leisure facilities	7.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	4.1%	3
Better range of shops	21.2%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	19	22.3%	17
Better restaurants/bars	5.0%	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	3.3%	4	1.3%	1
Improved quality of environment	7.9%	40	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%	8	6.2%	5
Lower priced parking	1.3%	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	1.5%	2	3.2%	3
More brand names	4.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0
More convenient parking	2.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
More independent shops	3.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.8%	1
Safer / better personal security	2.5%	13	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%	1	2.8%	2
Safer car parks in the evening	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other	6.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	6.0%	5
A theatre	1.5%	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	2.3%	2	0.0%	0
Better quality shops / less cheap shops	3.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cheaper / free parking	1.9%	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	1.0%	1	1.9%	2
Cleaner streets	2.7%	14	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%	1	0.5%	0
Free 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%	0	0.0%	0	0.0%	0
More buses	0.7%	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	1.6%	2	0.8%	1
More events / entertainment	4.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.0%	2
More music / live venues	1.6%	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	1.8%	2	3.9%	3
Revamp / refurbish it (Don't know)	1.8%	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	1.5%	2	2.3%	2
	11.4%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	13	11.3%	9
Weighted base:		502		0		0		0		0		0		0		0		0		108		78
Sample:		401		0		0		0		0		0		0		0		0		100		100
<b>GEN Gender of respondent</b>																						
Male	36.4%	732	39.8%	36	37.1%	47	50.1%	25	41.8%	42	31.2%	15	19.7%	13	35.9%	8	44.4%	13	45.9%	49	35.4%	28
Female	63.6%	1278	60.2%	54	62.9%	79	49.9%	25	58.2%	58	68.8%	32	80.3%	52	64.1%	14	55.6%	17	54.1%	58	64.6%	51
Weighted base:		2009		89		126		49		100		47		65		22		30		108		78
Sample:		2008		100		100		101		100		103		100		100		101		100		100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)		Zone 1B (Cheltenham NW)		Zone 1C (Cheltenham SE)		Zone 1D (Cheltenham SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswolds North)		Zone 3B (Winchcombe )		Zone 4 (Cotswolds South)		Zone 5A (Gloucester Central)		Zone 5B (Gloucester South)		
<b>AGE Could I ask how old you are?</b>																						
18 – 24 years	6.9%	138	9.3%	8	4.3%	5	9.4%	5	16.1%	16	4.0%	2	10.6%	7	8.7%	2	8.4%	2	4.4%	5	13.7%	11
25 – 34 years	11.4%	230	4.6%	4	12.8%	16	4.7%	2	0.0%	0	16.2%	8	14.1%	9	17.4%	4	16.7%	5	8.8%	9	20.6%	16
35 – 44 years	18.0%	362	12.5%	11	15.4%	19	8.5%	4	21.8%	22	16.3%	8	26.9%	17	5.9%	1	11.3%	3	15.8%	17	15.4%	12
45 – 54 years	18.6%	373	16.4%	15	16.0%	20	26.5%	13	13.6%	14	22.7%	11	19.7%	13	17.9%	4	7.0%	2	14.8%	16	16.7%	13
55 – 64 years	18.4%	370	24.2%	22	18.5%	23	18.2%	9	23.9%	24	14.7%	7	9.6%	6	14.8%	3	15.2%	5	25.0%	27	17.9%	14
65+ years	24.4%	489	33.0%	30	26.8%	34	31.6%	16	21.7%	22	24.1%	11	14.9%	10	32.3%	7	35.3%	10	26.9%	29	15.0%	12
(Refused)	2.3%	47	0.0%	0	6.2%	8	1.1%	1	2.9%	3	1.9%	1	4.2%	3	3.1%	1	6.0%	2	4.2%	5	0.8%	1
Weighted base:		2009		89		126		49		100		47		65		22		30		108		78
Sample:		2008		100		100		101		100		103		100		100		101		100		100

**PEO How many people live in your household, including yourself?**

One	15.5%	312	17.7%	16	13.8%	17	16.6%	8	20.6%	20	16.7%	8	9.3%	6	20.3%	5	14.4%	4	19.7%	21	10.3%	8
Two	33.0%	663	38.0%	34	41.5%	52	30.1%	15	35.6%	35	29.5%	14	36.3%	24	39.5%	9	41.1%	12	33.9%	36	32.3%	25
Three	17.1%	344	19.0%	17	22.4%	28	16.5%	8	6.4%	6	20.9%	10	13.8%	9	15.6%	3	10.2%	3	12.9%	14	28.5%	22
Four	21.3%	428	19.3%	17	10.8%	14	28.1%	14	26.7%	27	29.0%	14	27.1%	18	7.6%	2	20.8%	6	20.5%	22	22.0%	17
Five	8.1%	162	0.9%	1	4.6%	6	7.4%	4	7.9%	8	1.5%	1	6.7%	4	12.3%	3	8.0%	2	9.0%	10	5.5%	4
Six or more	2.6%	52	2.1%	2	3.8%	5	0.0%	0	0.0%	0	0.8%	0	1.6%	1	0.8%	0	2.8%	1	0.8%	1	0.6%	1
(Refused)	2.4%	47	3.1%	3	3.0%	4	1.1%	1	2.9%	3	1.6%	1	5.2%	3	3.9%	1	2.6%	1	3.2%	3	0.8%	1
Weighted base:		2009		89		126		49		100		47		65		22		30		108		78
Sample:		2008		100		100		101		100		103		100		100		101		100		100

**CAR How many cars do you have access to in your household?**

None	8.0%	160	12.8%	11	11.3%	14	1.4%	1	14.2%	14	5.7%	3	5.0%	3	6.2%	1	5.5%	2	11.2%	12	3.3%	3
One	36.3%	729	37.6%	34	43.9%	55	33.4%	16	41.8%	42	34.0%	16	37.9%	25	35.1%	8	23.9%	7	45.0%	48	30.6%	24
Two	37.2%	747	28.5%	26	35.7%	45	37.5%	18	27.1%	27	52.0%	24	34.8%	23	32.3%	7	41.5%	12	30.9%	33	44.7%	35
Three or more	15.9%	320	18.1%	16	5.3%	7	26.7%	13	15.0%	15	6.5%	3	16.6%	11	23.2%	5	25.9%	8	9.7%	10	20.7%	16
(Refused)	2.6%	53	3.1%	3	3.8%	5	1.1%	1	1.9%	2	1.7%	1	5.7%	4	3.1%	1	3.2%	1	3.2%	3	0.8%	1
Weighted base:		2009		89		126		49		100		47		65		22		30		108		78
Sample:		2008		100		100		101		100		103		100		100		101		100		100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)
<b>ZON Zone</b>											
Zone 1A (Cheltenham NE)	4.5%	89	100.0%	89	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 1B (Cheltenham NW)	6.3%	126	0.0%	0	100.0%	126	0.0%	0	0.0%	0	0.0%
Zone 1C (Cheltenham SE)	2.5%	49	0.0%	0	0.0%	0	100.0%	49	0.0%	0	0.0%
Zone 1D (Cheltenham SW)	5.0%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%
Zone 2 (Bishops Cleeve)	2.3%	47	0.0%	0	0.0%	0	0.0%	0	100.0%	47	0.0%
Zone 3A (Cotswolds North)	3.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 3B (Winchcombe)	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 4 (Cotswolds South)	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 5A (Gloucester Central)	5.4%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 5B (Gloucester South)	3.9%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 5C (Gloucester East)	10.2%	204	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5D (Gloucester North)	5.6%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6 (Forest North)	2.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7 (Tewkesbury)	6.3%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8 (Evesham)	10.1%	202	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9 (Stroud)	11.6%	234	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10 (Cirencester)	5.2%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11 (Forest Central)	4.2%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 12 (Forest South)	5.4%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 13 (Cam/Dursley)	3.8%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	2009	89	126	49	100	47	65	22	30	108	78
Sample:	2008	100	100	101	100	103	100	100	101	100	100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

PC	Postcode Sector	Total	Zone 1A (Cheltenham NE)		Zone 1B (Cheltenham NW)		Zone 1C (Cheltenham SE)		Zone 1D (Cheltenham SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswolds North)		Zone 3B (Winchcombe )		Zone 4 (Cotswolds South)		Zone 5A (Gloucester Central)		Zone 5B (Gloucester South)	
			%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
GL1 1		0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	
GL1 2		0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	
GL1 3		1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	26	0.0%	0	
GL1 4		1.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	31	0.0%	0	
GL1 5		2.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.5%	44	0.0%	0	
GL102		1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL103		2.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL114		0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL115		0.9%	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	0.0%	0	
GL116		0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL139		1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL141		0.2%	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	
GL142		0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL143		0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL154		0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL155		1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL156		1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL167		1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL168		0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL170		1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL179		1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL181		1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL182		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	
GL193		0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL194		0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL2 0		1.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL2 2		0.4%	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	9.7%	8	
GL2 3		0.3%	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	8.9%	7	
GL2 4		2.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.2%	49	
GL2 5		0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	14	
GL2 7		0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL2 8		0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL2 9		1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL205		1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL206		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	
GL207		1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL208		2.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL3 1		0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL3 2		1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL3 3		2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL3 4		1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL4 0		2.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL4 3		0.2%	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	
GL4 4		0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
GL4 5		1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Winchcombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
GL4 6	2.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL4 8	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL5 1	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL5 2	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL5 3	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL5 4	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL5 5	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL502	1.0%	20	0.0%	0	0.0%	0	20.6%	20	0.0%	0	0.0%	0
GL503	0.3%	6	0.0%	0	0.0%	0	6.5%	6	0.0%	0	0.0%	0
GL504	1.3%	27	0.0%	0	21.3%	27	0.0%	0	0.0%	0	0.0%	0
GL510	1.8%	36	0.0%	0	28.2%	36	0.0%	0	0.0%	0	0.0%	0
GL513	1.9%	39	0.0%	0	0.0%	0	39.1%	39	0.0%	0	0.0%	0
GL514	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	5
GL516	1.7%	34	0.0%	0	0.0%	0	33.9%	34	0.0%	0	0.0%	0
GL517	0.9%	18	0.0%	0	14.5%	18	0.0%	0	0.0%	0	0.0%	0
GL518	1.5%	29	0.0%	0	23.2%	29	0.0%	0	0.0%	0	0.0%	0
GL519	0.8%	16	0.0%	0	12.8%	16	0.0%	0	0.0%	0	0.0%	0
GL522	0.4%	8	8.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL523	1.1%	22	24.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL525	1.3%	25	28.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL526	1.7%	34	38.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL527	0.4%	7	0.0%	0	0.0%	0	0.0%	0	15.3%	7	0.0%	0
GL528	1.5%	29	0.0%	0	0.0%	0	0.0%	0	62.2%	29	0.0%	0
GL529	0.5%	11	0.0%	0	0.0%	0	0.0%	0	22.5%	11	0.0%	0
GL530	0.7%	15	0.0%	0	0.0%	0	30.1%	15	0.0%	0	0.0%	0
GL537	0.5%	9	0.0%	0	0.0%	0	18.8%	9	0.0%	0	0.0%	0
GL538	1.3%	25	0.0%	0	0.0%	0	51.1%	25	0.0%	0	0.0%	0
GL539	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.5%	12
GL541	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
GL542	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	20
GL543	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	12
GL544	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	42.1%
GL545	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	22
GL556	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL560	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.2%	25
GL569	0.3%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0
GL6 0	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL6 6	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL6 7	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL6 8	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL6 9	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL7 1	2.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL7 2	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL7 5	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL7 6	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL7 7	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR101	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 1A (Cheltenham NE)	Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	Zone 1D (Cheltenham SW)	Zone 2 (Bishops Cleeve)	Zone 3A (Cotswolds North)	Zone 3B (Wincombe )	Zone 4 (Cotswolds South)	Zone 5A (Gloucester Central)	Zone 5B (Gloucester South)	
WR103	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR111	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR112	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR113	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR114	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR117	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR118	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR127	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR8 0	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR8 9	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2009	89	126	49	100	47	65	22	30	108	78	
Sample:	2008	100	100	101	100	103	100	100	101	100	100	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q01 Where would you regard as your household's MAIN town centre for shopping?</b>																						
Bishops Cleeve	1.3%	26	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bristol	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	7.0%	5		
Cardiff	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Cheltenham	26.9%	541	15.8%	32	19.2%	22	8.4%	4	23.2%	29	9.7%	20	0.9%	2	0.9%	1	4.2%	4	0.0%	0	1.6%	1
Chepstow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0		
Cinderford	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	25	0.5%	1	0.0%	0		
Cirencester	5.4%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	91.5%	96	0.0%	0	0.0%	0	0.0%	0		
Coleford	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	30	0.0%	0		
Cribbs Causeway, Bristol	0.9%	19	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	8	0.0%	0	0.0%	0	0.0%	0	8.8%	7		
Dursley	1.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.0%	33		
Evesham	6.3%	126	0.0%	0	0.0%	0	0.0%	0	60.7%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gloucester	24.3%	489	76.0%	155	74.7%	84	51.4%	23	5.8%	7	0.0%	0	8.9%	21	0.0%	0	35.6%	30	6.9%	7	11.2%	8
Hereford	0.1%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lydney	3.1%	62	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	54.7%	59	0.0%	0
Monmouth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	3.2%	3	0.0%	0		
Moreton in Marsh	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Nailsworth	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.9%	4	0.0%	0	0.0%	0	0.0%	0		
Newport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0		
Oxford	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%	0		
Pershore	1.0%	20	0.0%	0	0.0%	0	0.0%	0	2.8%	4	8.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ross on Wye	1.1%	22	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	21.2%	18	1.7%	2	0.0%	0		
Stow on the Wold	0.3%	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		
Stratford upon Avon	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stroud	9.7%	195	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	79.3%	186	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Swindon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	6.7%	7	0.0%	0	0.0%	0		
Tewkesbury	3.8%	76	0.0%	0	1.4%	2	2.2%	1	57.3%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Upton-on-Severn	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Winchcombe	0.2%	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		
Worcester	1.2%	24	0.0%	0	0.7%	1	1.8%	1	3.0%	4	9.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Abbeymead	0.1%	3	1.2%	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		
Banbury	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		
Bath Road, Cheltenham	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		
Berkeley	0.3%	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	8.1%	6
Bourton-on-the-Water	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%	0		
Brockworth	0.3%	7	2.4%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cabot Circus, Bristol	0.2%	4	1.9%	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		
Cam	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	2.8%	2
Charlton Kings	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		
Churchdown	0.0%	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	0.0%	0		
Drybrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0		
Gallagher Retail Park, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gretton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hatherley	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		
Kingsditch	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		



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Leckhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ledbury	0.2%	3	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	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
Newent	0.5%	10	0.0%	0	0.0%	0	20.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.6%	1	0.0%	0	0.0%	0
Northleach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton	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
Oakley	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
Prestbury	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
Quedgeley	1.0%	19	1.2%	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	0.8%	1
Shurdington	0.0%	0	0.0%	0	0.0%	0	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 Mark's	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
St Oswalds Retail Park, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Stonehouse	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury Road, Cheltenham	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%	0	0.0%	0
Thornbury	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	7.2%	5
Up Hatherley	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
Witney	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%	0	0.0%	0
Wotton-under-Edge (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
	1.0%	19	0.0%	0	1.9%	2	0.9%	0	1.9%	2	2.3%	5	0.7%	2	1.0%	1	0.0%	0	0.0%	0	2.9%	2
Weighted base:	2009		204		112		45		126		202		234		105		85		107		76	
Sample:	2008		100		101		100		100		101		100		100		100		101		100	

**Q02 How do you usually travel to this centre?**

Car / van (as driver)	62.8%	1261	61.6%	126	56.7%	64	75.9%	34	57.5%	72	64.6%	131	73.5%	172	67.7%	71	85.6%	73	68.8%	74	68.7%	52
Car / van (as passenger)	7.2%	145	12.2%	25	9.8%	11	7.2%	3	8.9%	11	7.0%	14	8.4%	20	5.7%	6	5.8%	5	9.1%	10	5.5%	4
Walk	15.9%	319	0.0%	0	4.4%	5	10.1%	4	22.3%	28	20.5%	42	11.8%	28	21.6%	23	4.3%	4	17.3%	19	16.7%	13
Bus	9.4%	188	24.2%	49	21.6%	24	5.0%	2	6.6%	8	1.7%	3	2.6%	6	2.6%	3	4.4%	4	3.5%	4	3.7%	3
Taxi	0.4%	8	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.8%	17	0.8%	2	2.6%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.2%	3
Motorcycle	0.1%	3	0.0%	0	0.9%	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
Park and Ride	0.3%	6	0.0%	0	2.4%	3	0.0%	0	0.6%	1	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	0.0%	0	0.0%	0
Mobility scooter / wheelchair (Don't know / varies)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.2%	1
	2.3%	46	1.2%	3	0.9%	1	1.8%	1	2.1%	3	1.7%	4	2.8%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2009		204		112		45		126		202		234		105		85		107		76	
Sample:	2008		100		101		100		100		101		100		100		100		101		100	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
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Mean score: [Number of visits per week]

### Q03A How often do you visit Cheltenham Town Centre?

Those that said 'Cheltenham' at Q01

Everyday	7.5%	40	5.0%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More than once a week	22.5%	122	26.8%	9	21.6%	5	12.7%	0	7.2%	2	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	27.7%	150	11.7%	4	40.7%	9	20.8%	1	25.0%	7	9.0%	2	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0	0.0%
Once every two weeks	17.2%	93	22.5%	7	7.1%	2	35.4%	1	27.9%	8	14.8%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a month	22.2%	120	34.0%	11	30.6%	7	23.1%	1	30.7%	9	67.1%	13	100.0%	2	0.0%	0	87.3%	3	0.0%	0	50.0%	1	0.0%
Never	2.7%	15	0.0%	0	0.0%	0	8.1%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		1.41		1.22		0.97		0.71		0.88		0.55		0.30		0.50		0.39		0.00		0.15	
Weighted base:		541		32		22		4		29		20		2		1		4		0		1	
Sample:		668		15		18		8		23		10		1		1		2		0		2	

Mean score: [Very Good = 2, Good = 2, Poor = -1, Very poor = -2]

### Q04A Overall, how do you rate the following aspects of Cheltenham Town Centre? [PR]

Those that visit Cheltenham Town Centre at Q03A

#### Range and choice of non-food shops

Very Good	34.2%	180	68.6%	22	46.2%	10	63.6%	2	48.5%	13	56.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	58.7%	309	31.4%	10	43.2%	9	36.4%	1	51.5%	14	43.4%	9	100.0%	2	100.0%	1	100.0%	4	0.0%	0	100.1%	1	0.0%	1
Poor	4.7%	25	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.0%	5	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	1.4%	7	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.22		1.69		1.30		1.64		1.49		1.57		1.00		1.00		1.00		0.00		1.00		
Weighted base:		527		32		22		3		28		20		2		1		4		0		1		
Sample:		639		15		18		7		21		10		1		1		2		0		1		

#### Choice and quality of supermarkets

Very Good	19.3%	102	11.4%	4	10.6%	2	27.5%	1	11.4%	3	23.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	47.1%	248	31.8%	10	62.7%	13	49.9%	2	45.3%	12	45.0%	9	0.0%	0	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0
Poor	22.2%	117	20.0%	6	12.6%	3	22.6%	1	43.3%	12	16.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	3.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	8.2%	43	36.8%	12	14.1%	3	0.0%	0	0.0%	0	9.0%	2	100.0%	2	100.0%	1	0.0%	0	0.0%	0	100.1%	1	0.0%	1
Mean:		0.62		0.55		0.83		0.82		0.25		0.71		0.00		0.00		1.00		0.00		0.00		
Weighted base:		527		32		22		3		28		20		2		1		4		0		1		
Sample:		639		15		18		7		21		10		1		1		2		0		1		

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Choice and quality of service facilities (eg. Banks, building societies, and travel agents)</b>																						
Very Good	28.1%	148	35.7%	12	9.1%	2	36.4%	1	32.7%	9	36.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	59.9%	315	41.8%	14	62.2%	13	63.6%	2	48.5%	13	27.1%	5	0.0%	0	100.0%	1	87.3%	3	0.0%	0	100.1%	1
Poor	4.1%	21	0.0%	0	9.1%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	7.4%	39	22.5%	7	19.7%	4	0.0%	0	15.0%	4	36.9%	7	100.0%	2	0.0%	0	12.7%	0	0.0%	0	0.0%	0
Mean:		1.20	1.46	0.89	1.36	1.30	1.57	0.00	1.00	1.00	0.00	1.00					0.00			1.00		
Weighted base:		527	32	22	3	28	20	2	1	4	0	1								1		
Sample:		639	15	18	7	21	10	1	1	2	0	1								1		
<b>Range and choice of leisure / entertainment facilities</b>																						
Very Good	19.1%	101	45.7%	15	5.5%	1	27.5%	1	17.5%	5	44.8%	9	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	52.1%	275	16.1%	5	64.2%	14	63.6%	2	61.6%	17	16.5%	3	0.0%	0	0.0%	0	87.3%	3	0.0%	0	100.1%	1
Poor	13.9%	73	15.3%	5	9.1%	2	8.8%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.9%	5	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	13.9%	73	22.8%	7	17.7%	4	0.0%	0	20.9%	6	29.7%	6	0.0%	0	100.0%	1	12.7%	0	0.0%	0	0.0%	0
Mean:		0.87	1.20	0.72	1.10	1.22	1.38	2.00	0.00	1.00	0.00	1.00					0.00			1.00		
Weighted base:		527	32	22	3	28	20	2	1	4	0	1								1		
Sample:		639	15	18	7	21	10	1	1	2	0	1								1		
<b>Accessibility by public transport</b>																						
Very Good	19.1%	100	51.0%	16	19.7%	4	8.8%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	46.9%	247	31.4%	10	64.2%	14	66.1%	2	52.2%	14	32.7%	6	0.0%	0	100.0%	1	12.7%	0	0.0%	0	100.1%	1
Poor	8.2%	43	0.0%	0	7.1%	2	0.0%	0	6.7%	2	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.6%	24	0.0%	0	5.5%	1	0.0%	0	7.6%	2	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	21.2%	112	17.5%	6	3.5%	1	25.1%	1	29.7%	8	50.8%	10	100.0%	2	0.0%	0	87.3%	3	0.0%	0	0.0%	0
Mean:		0.86	1.62	0.89	1.12	0.54	0.18	0.00	1.00	1.00	0.00	1.00					0.00			1.00		
Weighted base:		527	32	22	3	28	20	2	1	4	0	1								1		
Sample:		639	15	18	7	21	10	1	1	2	0	1								1		
<b>Accessibility by car</b>																						
Very Good	14.2%	75	15.3%	5	16.1%	3	22.6%	1	22.0%	6	41.5%	8	100.0%	2	0.0%	0	12.7%	0	0.0%	0	0.0%	0
Good	57.3%	302	78.2%	25	39.2%	8	63.6%	2	71.2%	20	58.5%	11	0.0%	0	100.0%	1	87.3%	3	0.0%	0	100.1%	1
Poor	13.5%	71	6.4%	2	38.9%	8	13.8%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	10.8%	57	0.0%	0	5.8%	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
Mean:		0.72	1.03	0.35	0.95	1.15	1.42	2.00	1.00	1.13	0.00	1.00					0.00			1.00		
Weighted base:		527	32	22	3	28	20	2	1	4	0	1								1		
Sample:		639	15	18	7	21	10	1	1	2	0	1								1		

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
<b>Adequacy of parking arrangements</b>																						
Very Good	8.9%	47	15.3%	5	3.5%	1	22.6%	1	32.0%	9	23.7%	5	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	43.4%	229	51.4%	17	41.2%	9	63.6%	2	42.3%	12	43.6%	9	0.0%	0	100.0%	1	87.3%	3	0.0%	0	100.1%	1
Poor	24.1%	127	26.8%	9	31.3%	7	13.8%	0	14.3%	4	26.9%	5	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0
Very poor	13.0%	69	6.4%	2	18.1%	4	0.0%	0	8.4%	2	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	10.6%	56	0.0%	0	5.8%	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
Mean:		0.13		0.43		-0.21		0.95		0.77		0.53		2.00		1.00		0.75		0.00		1.00
Weighted base:		527		32		22		3		28		20		2		1		4		0		1
Sample:		639		15		18		7		21		10		1		1		2		0		1
<b>Quality of the environment</b>																						
Very Good	23.7%	125	25.0%	8	35.8%	8	47.7%	2	24.2%	7	68.9%	14	100.0%	2	0.0%	0	0.0%	0	0.0%	0	100.1%	1
Good	68.9%	363	75.0%	24	58.7%	13	52.3%	2	75.8%	21	31.1%	6	0.0%	0	100.0%	1	87.3%	3	0.0%	0	0.0%	0
Poor	4.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.4%	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
Don't Know	1.1%	6	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0
Mean:		1.10		1.25		1.38		1.48		1.24		1.69		2.00		1.00		1.00		0.00		2.00
Weighted base:		527		32		22		3		28		20		2		1		4		0		1
Sample:		639		15		18		7		21		10		1		1		2		0		1
<b>Ease of pedestrian movement around the centre</b>																						
Very Good	27.1%	143	23.9%	8	9.1%	2	74.9%	3	28.9%	8	71.9%	14	100.0%	2	0.0%	0	0.0%	0	0.0%	0	100.1%	1
Good	66.6%	351	69.6%	23	87.4%	19	25.1%	1	71.1%	20	28.1%	6	0.0%	0	100.0%	1	87.3%	3	0.0%	0	0.0%	0
Poor	5.4%	28	6.4%	2	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.6%	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
Don't Know	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0
Mean:		1.15		1.11		1.02		1.75		1.29		1.72		2.00		1.00		1.00		0.00		2.00
Weighted base:		527		32		22		3		28		20		2		1		4		0		1
Sample:		639		15		18		7		21		10		1		1		2		0		1
<b>The level of personal security and safety</b>																						
Very Good	20.4%	107	18.9%	6	18.1%	4	38.9%	1	11.4%	3	52.5%	10	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	71.3%	376	74.6%	24	74.8%	16	47.4%	2	88.6%	24	29.7%	6	0.0%	0	100.0%	1	87.3%	3	0.0%	0	100.1%	1
Poor	2.4%	13	0.0%	0	3.5%	1	13.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.1%	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
Don't Know	4.8%	25	6.4%	2	3.5%	1	0.0%	0	0.0%	0	17.9%	4	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0
Mean:		1.13		1.20		1.11		1.11		1.11		1.64		2.00		1.00		1.00		0.00		1.00
Weighted base:		527		32		22		3		28		20		2		1		4		0		1
Sample:		639		15		18		7		21		10		1		1		2		0		1

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<i>The quality of evening entertainment</i>																						
Very Good	13.1%	69	44.7%	14	9.1%	2	41.0%	1	0.0%	0	17.9%	4	100.0%	2	0.0%	0	0.0%	0	0.0%	0	100.1%	1
Good	52.9%	279	17.2%	6	66.2%	14	33.9%	1	32.7%	9	27.1%	5	0.0%	0	100.0%	1	87.3%	3	0.0%	0	0.0%	0
Poor	6.8%	36	0.0%	0	3.5%	1	0.0%	0	13.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.8%	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
Don't Know	26.4%	139	38.2%	12	21.2%	5	25.1%	1	53.6%	15	55.0%	11	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.96</i>		<i>1.72</i>		<i>1.03</i>		<i>1.55</i>		<i>0.41</i>		<i>1.40</i>		<i>2.00</i>		<i>1.00</i>		<i>1.00</i>		<i>0.00</i>		<i>2.00</i>
Weighted base:		527		32		22		3		28		20		2		1		4		0		1
Sample:		639		15		18		7		21		10		1		1		2		0		1

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q05A</b> What would encourage you to visit Cheltenham Town Centre more often? [MR]																						
<i>Those that said 'Cheltenham' at Q01</i>																						
Nothing	51.0%	276	57.2%	18	72.5%	16	87.4%	3	35.6%	10	37.1%	7	100.0%	2	100.0%	1	87.3%	3	0.0%	0	100.0%	1
Better environment	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
Better market facilities	0.7%	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
Better or more cafes / restaurants	3.6%	19	3.9%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cinemas	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	2.2%	12	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	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	0.0%	0
Better theatre facilities	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	0.0%	0
Broader range of shops	4.1%	22	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	1.6%	9	6.1%	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
Less expensive parking	14.2%	77	39.0%	13	9.1%	2	0.0%	0	38.6%	11	26.9%	5	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0
More attractive town centre environment	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
More leisure facilities generally	2.3%	13	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	11.9%	64	26.8%	9	11.0%	2	12.7%	0	11.5%	3	17.9%	4	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0
More pedestrianisation	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.4%	18	0.0%	0	0.0%	0	0.0%	0	4.4%	1	26.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.5%	8	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	2.0%	11	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the one-way system	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved pavements	0.6%	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
Less traffic	1.2%	6	0.0%	0	5.8%	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
More cycle lanes	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More entertainment for families / children	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events / festivals / music	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More varied markets	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	0.0%	0
(Don't know)	4.0%	22	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		541		32		22		4		29		20		2		1		4		0		1
Sample:		668		15		18		8		23		10		1		1		2		0		2

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q06A What do you dislike about Cheltenham Town Centre? [MR]</b>																						
<i>Those that said 'Cheltenham' at Q01</i>																						
Nothing	56.6%	306	78.2%	25	37.6%	8	87.4%	3	63.6%	19	81.9%	16	100.0%	2	100.0%	1	87.3%	3	0.0%	0	100.0%	1
Difficult to cross roads	0.0%	0	0.0%	0	0.0%	0	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 / cost of parking	17.8%	96	0.0%	0	25.2%	5	0.0%	0	25.7%	8	9.0%	2	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0
Lack of covered areas / weather protection	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
Lack of safety / personal security / anti-social behaviour / graffiti	0.4%	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
Not enough choice of shops / clothes shops	2.0%	11	0.0%	0	0.0%	0	12.7%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	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
Poor bus services	0.4%	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
Poor evening offer	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
Poor facilities (e.g. seating, toilets)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops / charity shops	1.6%	8	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%	0	0.0%	0
Poor sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	0.8%	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
Too far from home	0.0%	0	0.0%	0	0.0%	0	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 few pubs / quality restaurants / eating places	1.3%	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
Traffic congestion	4.6%	25	0.0%	0	30.1%	6	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	4.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.8%	32	3.9%	1	9.1%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like the pedestrianised areas	0.9%	5	12.9%	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
Empty shops	0.6%	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
Lack of food stores	0.4%	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
Lack of pedestrianised areas	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%	0	0.0%	0
One way system	1.6%	9	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavements needs fixing	1.0%	5	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping areas too far apart	0.4%	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
The building work	1.4%	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
(None mentioned)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	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
Weighted base:		541		32		22		4		29		20		2		1		4		0		1
Sample:		668		15		18		8		23		10		1		1		2		0		2

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
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**Q07A**Is Cheltenham your first choice destination for leisure and entertainment facilities?*Those that said 'Cheltenham' at Q01*

Yes	79.7%	431	73.6%	24	67.8%	15	66.9%	3	53.0%	15	59.6%	12	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	1
No	19.7%	107	26.4%	9	32.2%	7	33.1%	1	47.0%	14	40.4%	8	100.0%	2	0.0%	0	100.0%	4	0.0%	0	50.0%	1
(Don't know)	0.6%	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
Weighted base:		541		32		22		4		29		20		2		1		4		0		1
Sample:		668		15		18		8		23		10		1		1		2		0		2

**Q08A**Have you used facilities in Cheltenham for the following in the last 12 months? [PR]*Those that said 'Cheltenham' at Q01***Pubs / Night Clubs**

Yes	58.4%	316	47.1%	15	45.9%	10	41.2%	2	38.0%	11	23.9%	5	100.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1
No	41.4%	224	52.9%	17	54.1%	12	58.8%	2	62.0%	18	76.1%	15	0.0%	0	100.0%	1	100.0%	4	0.0%	0	50.0%	1
Don't know	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
Weighted base:		541		32		22		4		29		20		2		1		4		0		1
Sample:		668		15		18		8		23		10		1		1		2		0		2

**Restaurants**

Yes	82.4%	446	93.9%	30	96.5%	21	68.9%	3	90.1%	26	74.7%	15	100.0%	2	100.0%	1	0.0%	0	0.0%	0	100.0%	1
No	17.3%	94	6.1%	2	3.5%	1	31.2%	1	9.9%	3	25.3%	5	0.0%	0	0.0%	0	100.0%	4	0.0%	0	0.0%	0
Don't know	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		541		32		22		4		29		20		2		1		4		0		1
Sample:		668		15		18		8		23		10		1		1		2		0		2

**Cinema**

Yes	62.9%	341	59.7%	19	63.9%	14	48.1%	2	68.2%	20	47.5%	9	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	1
No	36.9%	200	40.3%	13	36.1%	8	51.9%	2	31.8%	9	52.5%	10	100.0%	2	0.0%	0	100.0%	4	0.0%	0	50.0%	1
Don't know	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
Weighted base:		541		32		22		4		29		20		2		1		4		0		1
Sample:		668		15		18		8		23		10		1		1		2		0		2

**Theatre**

Yes	47.3%	256	30.3%	10	47.0%	10	87.4%	3	36.4%	11	23.9%	5	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	52.5%	284	69.7%	23	53.0%	11	12.7%	0	63.6%	19	76.1%	15	0.0%	0	100.0%	1	100.0%	4	0.0%	0	100.0%	1
Don't know	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
Weighted base:		541		32		22		4		29		20		2		1		4		0		1
Sample:		668		15		18		8		23		10		1		1		2		0		2



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )	
<b>Bingo</b>																					
Yes	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%
No	98.7%	534	100.0%	32	100.0%	22	100.0%	4	100.0%	29	100.0%	20	100.0%	2	100.0%	1	100.0%	4	0.0%	0	100.0%
Don't know	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%
Weighted base:		541		32		22		4		29		20		2		1		4		0	
Sample:		668		15		18		8		23		10		1		1		2		0	
<b>Ten Pin Bowling</b>																					
Yes	23.2%	125	33.2%	11	10.9%	2	12.7%	0	30.2%	9	18.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	76.7%	415	66.8%	22	89.1%	19	87.4%	3	69.8%	20	81.9%	16	100.0%	2	100.0%	1	100.0%	4	0.0%	0	100.0%
Don't know	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%
Weighted base:		541		32		22		4		29		20		2		1		4		0	
Sample:		668		15		18		8		23		10		1		1		2		0	
<b>Sports facilities or a health club or gym</b>																					
Yes	24.7%	134	0.0%	0	3.5%	1	12.7%	0	13.0%	4	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	75.1%	407	100.0%	32	96.5%	21	87.4%	3	87.0%	25	91.0%	18	100.0%	2	100.0%	1	100.0%	4	0.0%	0	100.0%
Don't know	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%
Weighted base:		541		32		22		4		29		20		2		1		4		0	
Sample:		668		15		18		8		23		10		1		1		2		0	
<b>Museum or art gallery</b>																					
Yes	34.1%	185	38.2%	12	27.0%	6	39.3%	1	21.4%	6	17.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	65.6%	355	61.8%	20	73.0%	16	60.7%	2	78.6%	23	82.1%	16	100.0%	2	100.0%	1	100.0%	4	0.0%	0	100.0%
Don't know	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%	0	0.0%
Weighted base:		541		32		22		4		29		20		2		1		4		0	
Sample:		668		15		18		8		23		10		1		1		2		0	
<b>Any of the festival venues</b>																					
Yes	43.0%	233	21.8%	7	34.6%	7	46.1%	2	22.2%	6	18.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%
No	56.8%	308	78.2%	25	65.4%	14	53.9%	2	77.8%	23	81.9%	16	100.0%	2	100.0%	1	100.0%	4	0.0%	0	50.0%
Don't know	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%
Weighted base:		541		32		22		4		29		20		2		1		4		0	
Sample:		668		15		18		8		23		10		1		1		2		0	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )	
<b>Q08X Have you used facilities in Cheltenham for any other reason in the last 12 months, if so what was it? [MR]</b>																					
<i>Those that said 'Cheltenham' at Q01</i>																					
Yes - Cheltenham Racecourse	0.9%	5	6.4%	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%
Yes - Church	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes - Doctors / hospital	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%
Yes - Event at the Town Hall	0.6%	4	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes - Library	1.2%	6	0.0%	0	0.0%	0	10.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes - Parks	3.9%	21	5.0%	2	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yes - Spa / swimming pool / lido	1.1%	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%
Other	2.1%	11	3.9%	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	50.0%
No	88.0%	477	84.7%	27	96.5%	21	89.6%	3	100.0%	29	91.0%	18	100.0%	2	100.0%	1	100.0%	4	0.0%	0	50.0%
Weighted base:		541		32		22		4		29		20		2		1		4		0	
Sample:		668		15		18		8		23		10		1		1		2		0	

**Mean score: [Number of visits per week]**

### Q03B How often do you visit Gloucester City Centre?

*Those that said 'Gloucester' at Q01*

Everyday	9.4%	46	11.6%	18	8.5%	7	1.3%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	6.6%	2	0.0%	0	0.0%	0
More than once a week	18.9%	92	18.6%	29	15.0%	13	19.0%	4	11.2%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0
Once a week	24.2%	118	27.7%	43	21.9%	18	27.3%	6	74.4%	5	0.0%	0	10.2%	2	0.0%	0	29.9%	9	20.1%	1	35.3%	3
Once every two weeks	19.8%	97	14.7%	23	26.6%	22	24.0%	5	14.4%	1	0.0%	0	8.4%	2	0.0%	0	27.5%	8	23.4%	2	19.7%	2
Once a month	24.5%	120	25.8%	40	25.8%	22	25.8%	6	0.0%	0	0.0%	0	64.8%	13	0.0%	0	22.3%	7	33.1%	2	45.0%	4
Never	3.0%	14	1.6%	3	1.2%	1	2.7%	1	0.0%	0	0.0%	0	8.4%	2	0.0%	0	1.9%	1	23.4%	2	0.0%	0
(Don't know)	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.46</i>		<i>1.61</i>		<i>1.34</i>		<i>0.94</i>		<i>1.04</i>		<i>0.00</i>		<i>0.92</i>		<i>0.00</i>		<i>1.18</i>		<i>0.42</i>		<i>0.59</i>
Weighted base:		489		155		84		23		7		0		21		0		30		7		8
Sample:		412		75		75		44		6		0		6		0		30		6		10

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
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Mean score: [Very Good = 2, Good = 2, Poor = -1, Very poor = -2]

### Q04B Overall, how do you rate the following aspects of Gloucester City Centre? [PR]

*Those that visit Gloucester City Centre at Q03B*

#### Range and choice of non-food shops

Very Good	6.0%	29	8.9%	14	2.4%	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	56.8%	3	0.0%	0
Good	58.5%	277	54.5%	83	50.1%	42	70.6%	16	88.8%	6	0.0%	0	79.8%	15	0.0%	0	62.6%	18	30.5%	2	85.9%	7
Poor	29.2%	139	28.6%	44	40.4%	34	22.4%	5	0.0%	0	0.0%	0	20.2%	4	0.0%	0	32.4%	10	12.7%	1	14.1%	1
Very poor	3.2%	15	7.2%	11	0.9%	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
Don't Know	3.0%	14	0.8%	1	6.1%	5	2.1%	0	11.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.36</i>		<i>0.30</i>		<i>0.14</i>		<i>0.46</i>		<i>1.00</i>		<i>0.00</i>		<i>0.60</i>		<i>0.00</i>		<i>0.38</i>		<i>1.31</i>		<i>0.72</i>
Weighted base:		474		153		83		22		7		0		19		0		30		6		8
Sample:		396		73		74		42		6		0		5		0		29		5		10

#### Choice and quality of supermarkets

Very Good	10.8%	51	12.4%	19	6.9%	6	9.9%	2	11.2%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	2	56.8%	3	0.0%	0
Good	53.6%	254	42.5%	65	63.8%	53	69.5%	16	36.8%	3	0.0%	0	20.2%	4	0.0%	0	69.8%	21	43.2%	2	66.2%	6
Poor	28.2%	134	34.6%	53	20.4%	17	10.7%	2	52.1%	4	0.0%	0	79.8%	15	0.0%	0	15.7%	5	0.0%	0	14.1%	1
Very poor	2.7%	13	3.2%	5	5.2%	4	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	4.7%	22	7.3%	11	3.7%	3	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	19.7%	2
<i>Mean:</i>		<i>0.44</i>		<i>0.29</i>		<i>0.49</i>		<i>0.71</i>		<i>0.07</i>		<i>0.00</i>		<i>-0.60</i>		<i>0.00</i>		<i>0.75</i>		<i>1.57</i>		<i>0.65</i>
Weighted base:		474		153		83		22		7		0		19		0		30		6		8
Sample:		396		73		74		42		6		0		5		0		29		5		10

#### Choice and quality of service facilities (eg. Banks, building societies, and travel agents)

Very Good	23.6%	112	33.5%	51	11.5%	10	24.5%	5	56.9%	4	0.0%	0	57.9%	11	0.0%	0	20.7%	6	40.4%	2	0.0%	0
Good	68.3%	324	60.3%	92	79.4%	66	66.4%	15	43.0%	3	0.0%	0	9.1%	2	0.0%	0	67.2%	20	59.6%	3	94.5%	8
Poor	4.3%	20	4.2%	6	5.4%	4	3.5%	1	0.0%	0	0.0%	0	11.1%	2	0.0%	0	1.5%	0	0.0%	0	5.5%	0
Very poor	0.9%	4	1.1%	2	2.4%	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
Don't Know	3.0%	14	0.8%	1	1.4%	1	5.6%	1	0.0%	0	0.0%	0	21.9%	4	0.0%	0	10.6%	3	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.13</i>		<i>1.22</i>		<i>0.94</i>		<i>1.19</i>		<i>1.57</i>		<i>0.00</i>		<i>1.46</i>		<i>0.00</i>		<i>1.20</i>		<i>1.40</i>		<i>0.89</i>
Weighted base:		474		153		83		22		7		0		19		0		30		6		8
Sample:		396		73		74		42		6		0		5		0		29		5		10

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Range and choice of leisure / entertainment facilities</b>																						
Very Good	4.8%	23	5.3%	8	0.0%	0	3.1%	1	25.6%	2	0.0%	0	18.2%	3	0.0%	0	5.4%	2	46.9%	3	0.0%	0
Good	45.6%	216	39.0%	60	47.1%	39	61.2%	14	63.2%	5	0.0%	0	70.7%	13	0.0%	0	46.2%	14	30.5%	2	53.6%	5
Poor	34.7%	165	42.5%	65	33.8%	28	21.9%	5	0.0%	0	0.0%	0	11.1%	2	0.0%	0	36.1%	11	12.7%	1	12.6%	1
Very poor	3.9%	18	1.1%	2	6.4%	5	1.8%	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	11.0%	52	12.2%	19	12.6%	10	12.1%	3	11.2%	1	0.0%	0	0.0%	0	0.0%	0	12.2%	4	9.9%	1	33.8%	3
Mean:		0.14	0.06	0.01	0.48	1.29	0.00	0.96	0.00	0.24	1.24	0.62										
Weighted base:		474	153	83	22	7	0	19	0	30	6	8										
Sample:		396	73	74	42	6	0	5	0	29	5	10										
<b>Accessibility by public transport</b>																						
Very Good	17.8%	85	28.4%	43	12.1%	10	4.9%	1	34.6%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	7.1%	1
Good	56.5%	268	62.1%	95	47.7%	40	47.4%	11	36.8%	3	0.0%	0	90.9%	17	0.0%	0	58.2%	17	56.8%	3	43.4%	4
Poor	11.4%	54	4.6%	7	19.2%	16	21.0%	5	11.2%	1	0.0%	0	0.0%	0	0.0%	0	19.6%	6	43.2%	2	18.1%	2
Very poor	3.0%	14	1.1%	2	4.9%	4	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	4	0.0%	0	0.0%	0
Don't Know	11.3%	54	3.9%	6	16.0%	13	19.1%	4	17.5%	1	0.0%	0	9.1%	2	0.0%	0	6.3%	2	0.0%	0	31.4%	3
Mean:		0.85	1.17	0.51	0.26	1.15	0.00	1.00	0.00	0.24	0.14	0.58										
Weighted base:		474	153	83	22	7	0	19	0	30	6	8										
Sample:		396	73	74	42	6	0	5	0	29	5	10										
<b>Accessibility by car</b>																						
Very Good	17.1%	81	25.6%	39	2.4%	2	11.8%	3	34.6%	3	0.0%	0	0.0%	0	0.0%	0	21.1%	6	56.8%	3	15.7%	1
Good	65.1%	309	57.1%	87	65.1%	54	83.3%	19	65.4%	5	0.0%	0	90.9%	17	0.0%	0	71.1%	21	43.2%	2	84.3%	7
Poor	9.0%	42	10.8%	16	16.1%	13	4.9%	1	0.0%	0	0.0%	0	9.1%	2	0.0%	0	7.8%	2	0.0%	0	0.0%	0
Very poor	1.1%	5	1.9%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	7.8%	37	4.7%	7	14.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.96	0.98	0.58	1.02	1.35	0.00	0.82	0.00	1.06	1.57	1.16										
Weighted base:		474	153	83	22	7	0	19	0	30	6	8										
Sample:		396	73	74	42	6	0	5	0	29	5	10										
<b>Adequacy of parking arrangements</b>																						
Very Good	9.6%	46	13.3%	20	6.4%	5	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	30.5%	2	15.7%	1
Good	56.5%	268	49.4%	75	45.8%	38	76.0%	17	100.0%	7	0.0%	0	79.8%	15	0.0%	0	80.9%	24	53.1%	3	63.1%	5
Poor	20.4%	97	26.2%	40	30.0%	25	18.1%	4	0.0%	0	0.0%	0	20.2%	4	0.0%	0	12.1%	4	0.0%	0	21.2%	2
Very poor	3.8%	18	4.8%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	16.3%	1	0.0%	0
Don't Know	9.7%	46	6.3%	10	16.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.53	0.43	0.32	0.70	1.00	0.00	0.60	0.00	0.71	0.82	0.73										
Weighted base:		474	153	83	22	7	0	19	0	30	6	8										
Sample:		396	73	74	42	6	0	5	0	29	5	10										

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
<b>Quality of the environment</b>																						
Very Good	4.1%	20	3.8%	6	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	46.9%	3	8.6%	1
Good	58.7%	278	62.1%	95	51.2%	42	69.6%	16	48.0%	3	0.0%	0	79.8%	15	0.0%	0	44.9%	13	40.4%	2	71.7%	6
Poor	29.8%	141	28.2%	43	37.9%	31	22.8%	5	17.5%	1	0.0%	0	20.2%	4	0.0%	0	44.9%	13	12.7%	1	5.5%	0
Very poor	3.2%	15	5.1%	8	1.8%	2	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0
Don't Know	4.1%	19	0.8%	1	5.2%	4	0.0%	0	34.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1
Mean:		0.32		0.32		0.19		0.32		0.47		0.00		0.60		0.00		0.20		1.22		0.79
Weighted base:		474		153		83		22		7		0		19		0		30		6		8
Sample:		396		73		74		42		6		0		5		0		29		5		10
<b>Ease of pedestrian movement around the centre</b>																						
Very Good	22.4%	106	22.6%	35	8.6%	7	13.8%	3	56.9%	4	0.0%	0	21.9%	4	0.0%	0	30.2%	9	30.5%	2	22.8%	2
Good	70.7%	335	71.4%	109	86.9%	72	75.1%	17	43.0%	3	0.0%	0	78.1%	15	0.0%	0	68.3%	20	56.8%	3	77.2%	7
Poor	4.4%	21	5.1%	8	3.5%	3	11.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	12.7%	1	0.0%	0
Very poor	0.4%	2	0.0%	0	0.9%	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
Don't Know	2.1%	10	0.8%	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
Mean:		1.13		1.12		0.99		0.92		1.57		0.00		1.22		0.00		1.27		1.05		1.23
Weighted base:		474		153		83		22		7		0		19		0		30		6		8
Sample:		396		73		74		42		6		0		5		0		29		5		10
<b>The level of personal security and safety</b>																						
Very Good	9.1%	43	10.4%	16	3.0%	2	3.5%	1	56.9%	4	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	5.5%	0
Good	73.2%	347	70.9%	108	80.5%	67	76.4%	17	43.0%	3	0.0%	0	67.0%	13	0.0%	0	73.6%	22	87.3%	5	94.5%	8
Poor	13.1%	62	16.2%	25	10.8%	9	16.2%	4	0.0%	0	0.0%	0	33.0%	6	0.0%	0	15.1%	4	0.0%	0	0.0%	0
Very poor	1.6%	8	0.8%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Don't Know	3.1%	15	1.7%	3	5.6%	5	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	12.7%	1	0.0%	0
Mean:		0.77		0.75		0.80		0.65		1.57		0.00		0.34		0.00		0.71		1.00		1.06
Weighted base:		474		153		83		22		7		0		19		0		30		6		8
Sample:		396		73		74		42		6		0		5		0		29		5		10
<b>The quality of evening entertainment</b>																						
Very Good	5.2%	25	6.6%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	6	30.5%	2	0.0%	0
Good	30.6%	145	33.1%	51	18.7%	16	33.5%	7	28.7%	2	0.0%	0	40.1%	8	0.0%	0	26.3%	8	30.5%	2	37.9%	3
Poor	24.6%	116	34.0%	52	13.7%	11	14.8%	3	0.0%	0	0.0%	0	48.8%	9	0.0%	0	12.5%	4	12.7%	1	0.0%	0
Very poor	6.5%	31	3.4%	5	11.8%	10	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	3	0.0%	0	5.5%	0
Don't Know	33.1%	157	23.0%	35	54.5%	45	47.5%	11	71.3%	5	0.0%	0	11.1%	2	0.0%	0	31.6%	9	26.2%	1	56.6%	5
Mean:		0.05		0.07		-0.36		0.20		1.00		0.00		-0.10		0.00		0.45		1.07		0.62
Weighted base:		474		153		83		22		7		0		19		0		30		6		8
Sample:		396		73		74		42		6		0		5		0		29		5		10

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q05B</b> What would encourage you to visit Gloucester City Centre more often? [MR]																						
<i>Those that said 'Gloucester' at Q01</i>																						
Nothing	34.0%	166	28.0%	44	34.7%	29	50.3%	12	0.0%	0	0.0%	0	8.4%	2	0.0%	0	39.1%	12	31.0%	2	44.0%	4
Better environment	3.9%	19	3.1%	5	8.6%	7	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	2	0.0%	0
Better market facilities	0.4%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cafes / restaurants	2.4%	12	1.0%	2	5.6%	5	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0
Better or more cinemas	0.6%	3	1.6%	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
Better or more niche / specialist shops	10.6%	52	16.7%	26	9.0%	8	9.4%	2	17.5%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	3	0.0%	0	5.5%	0
Better or more nightclub / pub facilities	1.2%	6	1.0%	2	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0
Better theatre facilities	2.2%	11	3.5%	5	2.8%	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
Broader range of shops	25.6%	125	29.0%	45	27.1%	23	12.3%	3	52.1%	4	0.0%	0	10.2%	2	0.0%	0	28.8%	9	33.1%	2	7.1%	1
Cheaper public transport	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
Less expensive parking	6.5%	32	2.5%	4	9.9%	8	0.0%	0	45.8%	3	0.0%	0	8.4%	2	0.0%	0	8.5%	3	23.4%	2	0.0%	0
More attractive town centre environment	9.9%	48	3.9%	6	14.6%	12	10.7%	2	0.0%	0	0.0%	0	63.2%	13	0.0%	0	23.6%	7	0.0%	0	5.5%	0
More leisure facilities generally	5.4%	26	9.6%	15	2.3%	2	3.5%	1	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	3.9%	19	0.0%	0	11.8%	10	1.7%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	3.8%	1	0.0%	0	37.9%	3
More pedestrianisation	0.1%	0	0.0%	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
Other	3.9%	19	5.0%	8	6.3%	5	8.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops / less cheap shops	4.0%	20	6.8%	11	3.7%	3	4.1%	1	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean the streets	2.3%	11	4.4%	7	3.0%	2	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	2.5%	12	3.8%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	20.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved Park & Ride	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0
Less beggars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it safer	2.0%	10	1.0%	2	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
More entertainment / activities / events	4.2%	20	3.1%	5	1.2%	1	5.1%	1	14.4%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
More live venues	0.7%	3	0.8%	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
(Don't know)	6.0%	29	9.7%	15	4.4%	4	3.4%	1	22.4%	2	0.0%	0	0.0%	0	0.0%	0	11.8%	4	12.5%	1	0.0%	0
Weighted base:		489		155		84		23		7		0		21		0		30		7		8
Sample:		412		75		75		44		6		0		6		0		30		6		10

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q06B What do you dislike about Gloucester City Centre? [MR]</b>																						
<i>Those that said 'Gloucester' at Q01</i>																						
Nothing	38.3%	187	38.2%	59	26.3%	22	47.0%	11	14.4%	1	0.0%	0	73.1%	15	0.0%	0	40.6%	12	31.0%	2	66.2%	6
Difficult to cross roads	0.0%	0	0.0%	0	0.0%	0	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 / cost of parking	3.8%	19	1.9%	3	9.0%	8	0.0%	0	11.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	23.4%	2	7.1%	1
Lack of covered areas / weather protection	0.0%	0	0.0%	0	0.0%	0	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 safety / personal security / anti-social behaviour / graffiti	6.0%	29	6.7%	10	7.7%	6	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	11.9%	58	12.9%	20	20.4%	17	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	23.4%	2	5.5%	0
Poor accessibility / difficult to get to	0.8%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0
Poor bus services	0.2%	1	0.0%	0	0.9%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor evening offer	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Poor quality shops / charity shops	10.5%	52	18.0%	28	8.8%	7	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Poor sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Too busy / crowded	1.2%	6	0.8%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home	0.0%	0	0.0%	0	0.0%	0	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 few pubs / quality restaurants / eating places	1.4%	7	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0
Traffic congestion	2.1%	10	1.9%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	11.8%	4	0.0%	0	7.1%	1
Unattractive environment / streets dirty / litter	23.0%	113	23.8%	37	31.5%	26	22.1%	5	52.1%	4	0.0%	0	10.2%	2	0.0%	0	33.7%	10	33.1%	2	5.5%	0
Other	7.1%	35	5.6%	9	5.0%	4	7.9%	2	11.2%	1	0.0%	0	26.9%	6	0.0%	0	3.4%	1	0.0%	0	8.6%	1
Bus station needs improving	1.3%	7	1.3%	2	2.3%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Kings Square needs improving	1.3%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Needs a refurb / updating	2.6%	13	0.0%	0	2.1%	2	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	23.4%	2	0.0%	0
Needs more greenery	0.8%	4	2.1%	3	0.9%	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
No atmosphere	0.9%	5	1.9%	3	0.9%	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
Too many charity workers	1.4%	7	0.8%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	6.7%	33	6.2%	10	2.7%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Too many seagulls	1.1%	5	0.0%	0	0.9%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	12.5%	1	0.0%	0
(None mentioned)	0.2%	1	0.0%	0	0.0%	0	1.7%	0	11.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.1%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		489		155		84		23		7		0		21		0		30		7		8
Sample:		412		75		75		44		6		0		6		0		30		6		10

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
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**Q07B** Is Gloucester your first choice destination for leisure and entertainment facilities?*Those that said 'Gloucester' at Q01*

Yes	50.8%	248	51.2%	80	41.7%	35	54.8%	13	48.0%	3	0.0%	0	8.4%	2	0.0%	0	47.4%	14	43.5%	3	29.8%	3
No	47.7%	233	47.5%	74	57.1%	48	45.2%	10	52.1%	4	0.0%	0	91.6%	19	0.0%	0	52.6%	16	56.5%	4	70.2%	6
(Don't know)	1.5%	7	1.3%	2	1.2%	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
Weighted base:		489		155		84		23		7		0		21		0		30		7		8
Sample:		412		75		75		44		6		0		6		0		30		6		10

**Q08B** Have you used facilities in Gloucester for the following in the last 12 months? [PR]*Those that said 'Gloucester' at Q01***Pubs / Night Clubs**

Yes	54.9%	268	52.3%	81	56.1%	47	44.3%	10	51.1%	4	0.0%	0	83.3%	17	0.0%	0	47.6%	14	69.0%	5	28.3%	2
No	44.9%	219	47.7%	74	43.9%	37	55.7%	13	48.9%	4	0.0%	0	16.7%	3	0.0%	0	52.4%	16	31.0%	2	71.7%	6
Don't know	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
Weighted base:		489		155		84		23		7		0		21		0		30		7		8
Sample:		412		75		75		44		6		0		6		0		30		6		10

**Restaurants**

Yes	71.9%	351	76.1%	118	67.2%	56	71.7%	16	48.0%	3	0.0%	0	69.8%	14	0.0%	0	74.1%	22	92.4%	7	25.2%	2
No	28.1%	137	23.9%	37	32.8%	28	28.3%	6	52.1%	4	0.0%	0	30.2%	6	0.0%	0	25.9%	8	7.6%	1	74.8%	6
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		489		155		84		23		7		0		21		0		30		7		8
Sample:		412		75		75		44		6		0		6		0		30		6		10

**Cinema**

Yes	52.7%	257	53.8%	83	55.4%	46	68.2%	16	25.6%	2	0.0%	0	28.4%	6	0.0%	0	35.8%	11	69.0%	5	33.8%	3
No	47.3%	231	46.2%	72	44.6%	37	31.8%	7	74.4%	5	0.0%	0	71.6%	15	0.0%	0	64.2%	19	31.0%	2	66.2%	6
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		489		155		84		23		7		0		21		0		30		7		8
Sample:		412		75		75		44		6		0		6		0		30		6		10

**Theatre**

Yes	7.8%	38	8.7%	14	3.7%	3	16.9%	4	31.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0
No	92.2%	451	91.3%	142	96.3%	81	83.1%	19	68.1%	5	0.0%	0	100.0%	21	0.0%	0	100.0%	30	100.0%	7	94.5%	8
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		489		155		84		23		7		0		21		0		30		7		8
Sample:		412		75		75		44		6		0		6		0		30		6		10



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )										
<b>Bingo</b>																					
Yes	4.0%	19	5.6%	9	2.1%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
No	96.0%	469	94.4%	147	97.9%	82	90.9%	21	100.0%	7	0.0%	0	100.0%	21	0.0%	0	100.0%	30	100.0%	7	100.0%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		489		155		84		23		7		0		21		0		30		7	
Sample:		412		75		75		44		6		0		6		0		30		6	
<b>Ten Pin Bowling</b>																					
Yes	21.7%	106	17.0%	26	14.8%	12	34.3%	8	31.9%	2	0.0%	0	18.5%	4	0.0%	0	19.3%	6	46.8%	3	14.2%
No	78.1%	381	83.0%	129	84.0%	70	65.7%	15	68.1%	5	0.0%	0	81.5%	17	0.0%	0	80.7%	24	53.2%	4	85.8%
Don't know	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	0.0%	0	0.0%
Weighted base:		489		155		84		23		7		0		21		0		30		7	
Sample:		412		75		75		44		6		0		6		0		30		6	
<b>Sports facilities or a health club or gym</b>																					
Yes	24.2%	118	19.8%	31	18.7%	16	27.2%	6	0.0%	0	0.0%	0	0.0%	0	27.2%	8	23.4%	2	7.1%	1	
No	75.8%	370	80.2%	125	81.3%	68	72.8%	17	100.0%	7	0.0%	0	100.0%	21	0.0%	0	72.8%	22	76.6%	6	92.9%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		489		155		84		23		7		0		21		0		30		7	
Sample:		412		75		75		44		6		0		6		0		30		6	
<b>Museum or art gallery</b>																					
Yes	28.2%	138	27.9%	43	26.9%	23	35.0%	8	36.8%	3	0.0%	0	18.5%	4	0.0%	0	23.6%	7	12.5%	1	25.2%
No	71.6%	350	72.1%	112	71.9%	60	65.0%	15	63.2%	5	0.0%	0	81.5%	17	0.0%	0	76.4%	23	87.5%	7	74.8%
Don't know	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	0.0%	0	0.0%
Weighted base:		489		155		84		23		7		0		21		0		30		7	
Sample:		412		75		75		44		6		0		6		0		30		6	
<b>Any of the festival venues</b>																					
Yes	34.4%	168	36.4%	57	18.6%	16	36.7%	8	51.1%	4	0.0%	0	28.4%	6	0.0%	0	36.4%	11	59.3%	4	12.6%
No	65.6%	321	63.6%	99	81.4%	68	63.3%	14	48.9%	4	0.0%	0	71.6%	15	0.0%	0	63.6%	19	40.7%	3	87.4%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		489		155		84		23		7		0		21		0		30		7	
Sample:		412		75		75		44		6		0		6		0		30		6	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q08Y Have you used facilities in Gloucester for any other reason in the last 12 months, if so what was it? [MR]</b>																						
<i>Those that said 'Gloucester' at Q01</i>																						
Yes - Cathedral / church	4.2%	20	3.3%	5	4.0%	3	6.8%	2	11.2%	1	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Yes - Doctors / hospital	2.4%	12	3.3%	5	1.8%	2	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	2	0.0%	0	0.0%	
Yes - Farmers market	1.4%	7	2.5%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Yes - Library	0.7%	3	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Yes - Parks	1.7%	9	1.0%	2	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Yes - Gloucester Rugby	2.0%	10	2.1%	3	1.4%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	
Yes - Visit the docks / boating	2.9%	14	0.0%	0	2.3%	2	10.9%	2	11.2%	1	0.0%	0	30.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other	3.0%	15	8.5%	13	0.0%	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	83.3%	407	80.0%	124	89.5%	75	64.4%	15	88.8%	6	0.0%	0	69.8%	14	0.0%	0	100.0%	30	66.9%	5	100.0%	8
Weighted base:		489		155		84		23		7		0	21		0		30		7		8	
Sample:		412		75		75		44		6		0	6		0		30		6		10	

**Mean score: [Number of visits per week]**

### Q03C How often do you visit Tewkesbury Town Centre?

*Those that said 'Tewkesbury' at Q01*

Everyday	28.0%	21	0.0%	0	0.0%	0	0.0%	0	29.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More than once a week	48.0%	36	0.0%	0	50.0%	1	69.5%	1	48.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	18.0%	14	0.0%	0	50.0%	1	30.5%	0	16.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once every two weeks	3.2%	2	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	0.0%
Once a month	1.4%	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	0.0%	0	0.0%
Never	1.4%	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	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<i>Mean:</i>		3.12		0.00		1.50		1.70		3.21		0.00	0.00		0.00		0.00		0.00		0.00
Weighted base:		76		0		2		1		72		0	0		0		0		0		0
Sample:		64		0		2		3		56		0	0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
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Mean score: [Very Good = 2, Good = 2, Poor = -1, Very poor = -2]

### Q04C Overall, how do you rate the following aspects of Tewkesbury Town Centre? [PR]

*Those that visit Tewkesbury Town Centre at Q03C*

#### Range and choice of non-food shops

Very Good	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
Good	36.8%	28	0.0%	0	50.0%	1	30.5%	0	36.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	42.8%	32	0.0%	0	0.0%	0	39.2%	0	44.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	12.6%	9	0.0%	0	0.0%	0	30.5%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	7.3%	5	0.0%	0	50.0%	1	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		-0.33		0.00		1.00		-0.70		-0.37		0.00		0.00		0.00		0.00		0.00
Weighted base:		75		0		2		1		71		0		0		0		0		0
Sample:		63		0		2		3		55		0		0		0		0		0

#### Choice and quality of supermarkets

Very Good	3.0%	2	0.0%	0	50.0%	1	30.5%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	41.3%	31	0.0%	0	0.0%	0	69.5%	1	42.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	49.2%	37	0.0%	0	50.0%	1	0.0%	0	49.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.7%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		-0.12		0.00		0.50		1.30		-0.15		0.00		0.00		0.00		0.00		0.00
Weighted base:		75		0		2		1		71		0		0		0		0		0
Sample:		63		0		2		3		55		0		0		0		0		0

#### Choice and quality of service facilities (eg. Banks, building societies, and travel agents)

Very Good	20.1%	15	0.0%	0	0.0%	0	0.0%	0	20.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	59.2%	44	0.0%	0	50.0%	1	60.8%	1	59.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	11.3%	8	0.0%	0	0.0%	0	0.0%	0	11.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	5.0%	4	0.0%	0	0.0%	0	39.2%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	4.4%	3	0.0%	0	50.0%	1	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		0.82		0.00		1.00		-0.17		0.82		0.00		0.00		0.00		0.00		0.00
Weighted base:		75		0		2		1		71		0		0		0		0		0
Sample:		63		0		2		3		55		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Range and choice of leisure / entertainment facilities</b>																						
Very Good	1.4%	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	0.0%	0	0.0%	0
Good	43.3%	32	0.0%	0	0.0%	0	30.5%	0	43.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	29.5%	22	0.0%	0	0.0%	0	39.2%	0	30.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	16.7%	13	0.0%	0	0.0%	0	0.0%	0	17.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	9.1%	7	0.0%	0	100.0%	2	30.5%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.19	0.00	0.00	-0.13	-0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	2	1	71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	2	3	55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Accessibility by public transport</b>																						
Very Good	16.7%	12	0.0%	0	0.0%	0	0.0%	0	17.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	59.0%	44	0.0%	0	0.0%	0	0.0%	0	61.6%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	8.2%	6	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	2.6%	2	0.0%	0	0.0%	0	69.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	13.5%	10	0.0%	0	100.0%	2	30.5%	0	10.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.91	0.00	0.00	-2.00	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	2	1	71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	2	3	55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Accessibility by car</b>																						
Very Good	18.8%	14	0.0%	0	50.0%	1	0.0%	0	18.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	57.7%	43	0.0%	0	50.0%	1	69.5%	1	57.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	10.3%	8	0.0%	0	0.0%	0	0.0%	0	10.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.4%	0	0.0%	0	0.0%	0	30.5%	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	12.9%	10	0.0%	0	0.0%	0	0.0%	0	13.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.97	0.00	1.50	0.09	0.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	2	1	71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	2	3	55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Adequacy of parking arrangements</b>																						
Very Good	5.6%	4	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	43.2%	32	0.0%	0	100.0%	2	30.5%	0	41.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	29.3%	22	0.0%	0	0.0%	0	39.2%	0	30.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	13.4%	10	0.0%	0	0.0%	0	30.5%	0	13.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	8.6%	6	0.0%	0	0.0%	0	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.02	0.00	1.00	-0.70	-0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		75	0	2	1	71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:		63	0	2	3	55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
<b>Quality of the environment</b>																						
Very Good	27.9%	21	0.0%	0	50.0%	1	0.0%	0	28.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	60.1%	45	0.0%	0	50.0%	1	100.0%	1	60.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	10.9%	8	0.0%	0	0.0%	0	0.0%	0	10.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.1%	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	0.0%	0	0.0%	0
Don't Know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.03		0.00		1.50		1.00		1.04		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		75		0		2		1		71		0		0		0		0		0		0
Sample:		63		0		2		3		55		0		0		0		0		0		0
<b>Ease of pedestrian movement around the centre</b>																						
Very Good	15.4%	11	0.0%	0	0.0%	0	69.5%	1	15.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	74.7%	56	0.0%	0	50.0%	1	0.0%	0	76.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.7%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	2.5%	2	0.0%	0	50.0%	1	30.5%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.96		0.00		1.00		2.00		0.96		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		75		0		2		1		71		0		0		0		0		0		0
Sample:		63		0		2		3		55		0		0		0		0		0		0
<b>The level of personal security and safety</b>																						
Very Good	23.3%	17	0.0%	0	0.0%	0	39.2%	0	24.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	66.5%	50	0.0%	0	50.0%	1	30.5%	0	67.4%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	3.6%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.1%	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	0.0%	0	0.0%	0
Don't Know	5.6%	4	0.0%	0	50.0%	1	30.5%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.14		0.00		1.00		1.56		1.14		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		75		0		2		1		71		0		0		0		0		0		0
Sample:		63		0		2		3		55		0		0		0		0		0		0
<b>The quality of evening entertainment</b>																						
Very Good	1.4%	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	0.0%	0	0.0%	0
Good	33.3%	25	0.0%	0	0.0%	0	0.0%	0	34.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	24.5%	18	0.0%	0	0.0%	0	0.0%	0	25.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	3.2%	2	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	0.0%	0
Don't Know	37.6%	28	0.0%	0	100.0%	2	100.0%	1	35.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.08		0.00		0.00		0.00		0.08		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		75		0		2		1		71		0		0		0		0		0		0
Sample:		63		0		2		3		55		0		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )									
<b>Q05C</b> What would encourage you to visit Tewkesbury Town Centre more often? [MR]																				
<i>Those that said 'Tewkesbury' at Q01</i>																				
Nothing	19.4%	15	0.0%	0	100.0%	2	69.5%	1	16.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better 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	0.0%	0	0.0%	0
Better 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	0.0%	0	0.0%	0
Better or more cafes / restaurants	7.4%	6	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cinemas	0.0%	0	0.0%	0	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 or more niche / specialist shops	40.2%	30	0.0%	0	0.0%	0	0.0%	0	41.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more nightclub / pub 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	0.0%	0
Better theatre 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	0.0%	0
Broader range of shops	54.8%	42	0.0%	0	0.0%	0	0.0%	0	57.6%	42	0.0%	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%	0	0.0%	0
Less expensive parking	5.8%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More attractive town centre environment	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities generally	3.3%	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	0.0%	0
More parking	3.5%	3	0.0%	0	0.0%	0	30.5%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	9.3%	7	0.0%	0	0.0%	0	0.0%	0	9.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.3%	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	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )									
<b>Q06C</b> What do you dislike about Tewkesbury Town Centre? [MR]																				
<i>Those that said 'Tewkesbury' at Q01</i>																				
Nothing	26.9%	20	0.0%	0	50.0%	1	69.5%	1	25.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to cross roads	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / cost of parking	20.1%	15	0.0%	0	0.0%	0	30.5%	0	20.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of covered areas / weather protection	0.0%	0	0.0%	0	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 safety / personal security / anti-social behaviour / graffiti	0.0%	0	0.0%	0	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 choice of shops / clothes shops	29.2%	22	0.0%	0	0.0%	0	0.0%	0	30.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	1.1%	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	0.0%	0
Poor bus 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	0.0%	0
Poor evening offer	0.0%	0	0.0%	0	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. seating, 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	0.0%	0
Poor quality shops / charity shops	38.9%	30	0.0%	0	0.0%	0	0.0%	0	41.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.0%	0	0.0%	0	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 busy / crowded	0.0%	0	0.0%	0	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 far from home	0.0%	0	0.0%	0	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 few pubs / quality restaurants / eating places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	7.2%	5	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	4.7%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.9%	4	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavements need improving	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road layout is poorly designed	4.1%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops (None mentioned)	6.5%	5	0.0%	0	50.0%	1	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
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**Q07C** Is Tewkesbury your first choice destination for leisure and entertainment facilities?*Those that said 'Tewkesbury' at Q01*

Yes	32.9%	25	0.0%	0	0.0%	0	0.0%	0	34.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	66.0%	50	0.0%	0	100.0%	2	100.0%	1	64.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.1%	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	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0

**Q08C** Have you used facilities in Tewkesbury for the following in the last 12 months? [PR]*Those that said 'Tewkesbury' at Q01***Pubs / Night Clubs**

Yes	62.4%	47	0.0%	0	0.0%	0	39.2%	0	65.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	37.6%	29	0.0%	0	100.0%	2	60.8%	1	34.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0

**Restaurants**

Yes	62.5%	47	0.0%	0	0.0%	0	69.5%	1	63.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	37.5%	28	0.0%	0	100.0%	2	30.5%	0	36.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0

**Cinema**

Yes	27.2%	21	0.0%	0	0.0%	0	39.2%	0	28.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	72.8%	55	0.0%	0	100.0%	2	60.8%	1	71.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0

**Theatre**

Yes	38.3%	29	0.0%	0	0.0%	0	30.5%	0	39.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	61.7%	47	0.0%	0	100.0%	2	69.5%	1	60.6%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )									
<b>Bingo</b>																				
Yes	1.1%	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	0.0%	0
No	98.9%	75	0.0%	0	100.0%	2	100.0%	1	98.9%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0
<b>Ten Pin Bowling</b>																				
Yes	0.0%	0	0.0%	0	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	100.0%	76	0.0%	0	100.0%	2	100.0%	1	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0
<b>Sports facilities or a health club or gym</b>																				
Yes	44.4%	34	0.0%	0	0.0%	0	0.0%	0	46.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	55.6%	42	0.0%	0	100.0%	2	100.0%	1	53.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0
<b>Museum or art gallery</b>																				
Yes	15.6%	12	0.0%	0	0.0%	0	69.5%	1	15.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	83.4%	63	0.0%	0	100.0%	2	30.5%	0	83.5%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	1.1%	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	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0
<b>Any of the festival venues</b>																				
Yes	34.4%	26	0.0%	0	0.0%	0	30.5%	0	34.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	65.6%	50	0.0%	0	100.0%	2	69.5%	1	65.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		2		1		72		0		0		0		0		0
Sample:		64		0		2		3		56		0		0		0		0		0

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
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**Q08Z Have you used facilities in Tewkesbury for any other reason in the last 12 months, if so what was it? [MR]**

*Those that said 'Tewkesbury' at Q01*

Yes - swimming	4.8%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	18.5%	14	0.0%	0	0.0%	0	0.0%	0	18.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	76.7%	58	0.0%	0	100.0%	2	100.0%	1	76.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		76		0		2		1		72		0		0		0		0		0		0	
Sample:		64		0		2		3		56		0		0		0		0		0		0	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q09 Now thinking about non-food shopping, where did you last buy clothing, footwear or other fashion goods?</b>																						
Bath	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.5%	10	0.8%	2	0.0%	0	0.0%	0	5.5%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0
Bishops Cleeve	0.4%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	2.5%	51	0.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	6.4%	15	0.0%	0	0.0%	0	9.1%	10	8.2%	6
Cardiff	0.5%	11	0.8%	2	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7	0.0%	0
Cheltenham TOWN CENTRE	28.0%	563	15.8%	32	21.7%	24	13.1%	6	42.3%	53	21.8%	44	9.6%	22	13.2%	14	6.6%	6	4.0%	4	1.6%	1
Chepstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cirencester	2.2%	44	1.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	5	27.4%	29	0.5%	0	0.0%	0	0.6%	0
Coleford	0.3%	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	5.8%	6	0.0%	0
Cribbs Causeway	3.3%	66	0.8%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	9.2%	21	0.9%	1	1.9%	2	3.7%	4	23.0%	17
Dursley	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	1.9%	1
Evesham TOWN CENTRE	2.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	16.5%	331	37.9%	77	36.5%	41	42.1%	19	3.7%	5	0.0%	0	12.4%	29	0.0%	0	37.3%	32	24.5%	26	25.8%	20
Gloucester Quays (outlet centre), Gloucester	6.5%	130	18.7%	38	8.4%	9	7.0%	3	3.7%	5	0.7%	1	5.0%	12	0.7%	1	14.3%	12	0.7%	1	7.7%	6
Great Malvern	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	0.0%	0	0.0%	0
Hereford TOWN CENTRE	0.1%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	10.6%	11	0.0%	0
Malvern Link	0.1%	3	0.0%	0	0.0%	0	2.8%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.7%	4	0.0%	0
Nailsworth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.3%	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	5.9%	6	0.0%	0
Oxford	0.4%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	2.6%	52	0.0%	0	1.7%	2	2.7%	1	0.0%	0	0.0%	0	8.0%	19	0.0%	0	3.2%	3	0.0%	0	5.7%	4
Ross on Wye	0.6%	12	0.0%	0	1.7%	2	3.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	7	0.5%	1	0.0%	0
Stratford upon Avon	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	3.6%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	67	0.0%	0	0.0%	0	0.0%	0	5.4%	4
Swindon TOWN CENTRE	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	15.0%	16	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.5%	10	0.0%	0	0.7%	1	0.7%	0	6.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester CITY CENTRE	2.0%	40	1.9%	4	0.7%	1	1.9%	1	6.8%	9	12.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	9.2%	184	11.7%	24	11.6%	13	12.0%	5	9.9%	12	5.5%	11	9.1%	21	5.4%	6	19.4%	16	10.5%	11	8.0%	6
Abroad	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	2	0.9%	1	0.0%	0	0.0%	0	0.8%	1
Asda, Bruton Way, Gloucester	0.1%	2	1.0%	2	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
Asda, Hatherley Lane, Cheltenham	0.2%	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
Banbury	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%	0	0.0%	0
Barnwood	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
Berkeley	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	0.8%	1
Bourton-on-the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgend Designer Outlet,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
The Derwen, Bridgend																						
Broadway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockworth	0.4%	9	4.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Canterbury	0.0%	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	0.0%	0	0.0%	0
Central London	0.7%	13	0.0%	0	0.7%	1	0.0%	0	1.5%	2	0.0%	0	1.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	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	1.0%	1	0.0%	1
Cwmbran	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Darlington	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham County Park, Evesham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Retail Park, Evesham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	2.0%	40	1.0%	2	8.5%	10	0.0%	0	9.3%	12	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Garrard Way, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	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	0.6%	0
Highfield Garden World, Bristol Road, Whitminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0
Inverness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Shopping Centre, Redditch	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Meadow Retail Area, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Cheltenham	0.1%	3	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
Labels Shopping Outlet, Ledbury Road, Ross-on-Wye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Leckhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ledbury	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Stratford upon Avon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Moreton-in-Marsh	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
Morpeth	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
Newent	0.0%	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	0.0%	0	0.0%	0
Newport Retail Park, Spytty Road, Newport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Newquay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Oban, Scotland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Olney	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
Orbital Shopping Park, Swindon	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Plymouth	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
Poole	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
Redditch	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Barnett Way, Barnwood, Gloucester	0.0%	0	0.0%	0	0.0%	0	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, Dudbridge, Stroud	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	0.0%	0	0.0%	0
Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	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, Loxley Road, Wellesbourne	0.0%	0	0.0%	0	0.0%	0	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, Priors Road, Oakley, Cheltenham	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
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	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
St Ives	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonehouse	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	0.0%	0	0.0%	0
Swindon Designer Outlet, Swindon	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Swindon Village, Cheltenham	0.0%	0	0.0%	0	0.0%	0	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	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tenby	0.1%	2	0.0%	0	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
Tesco Superstore, Colletts Drive, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornbury	0.0%	0	0.0%	0	0.0%	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
Toddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Arwenack Street, Falmouth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-super-Mare	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Weybridge	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
Witney	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%	0	0.0%	0
Wotton-under-Edge	0.0%	0	0.0%	0	0.0%	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
Yate	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	0.8%	1
(Don't do)	1.1%	23	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.3%	5	0.0%	0	3.3%	3	0.0%	0	1.6%	2	1.9%	1
(Can't remember)	2.6%	51	1.6%	3	1.5%	2	1.6%	1	4.7%	6	4.4%	9	1.5%	3	9.0%	9	0.5%	0	6.2%	7	2.5%	2
Weighted base:	2009		204		112		45		126		202		234		105		85		107		76	
Sample:	2008		100		101		100		100		101		100		100		100		101		100	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q10 Where did you last buy books, CDs and DVDs?</b>																						
Asda, Bruton Way, Gloucester	0.2%	3	0.8%	2	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
Sainsburys, Barnett Way, Barnwood, Gloucester	0.0%	0	0.0%	0	0.0%	0	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, Tewkesbury Road, Cheltenham	0.6%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Colletts Drive, Cheltenham	0.1%	2	0.0%	0	0.0%	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
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	0.2%	4	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, St Oswalds Road, Gloucester	0.1%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbeylea District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeylea)	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road, Cheltenham	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
Quedgeley District Centre, Bristol Road, Gloucester	0.0%	1	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
Bath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bishops Cleeve	0.4%	8	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
Bristol	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	5.9%	6	3.3%	3	0.0%	0
Cardiff	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
Cheltenham TOWN CENTRE	15.0%	302	13.0%	27	8.5%	10	1.8%	1	15.1%	19	15.0%	30	2.9%	7	0.0%	0	5.6%	5	0.0%	0	1.6%	1
Chepstow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cirencester	2.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	39.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coleford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0
Cribbs Causeway	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.7%	1	7.5%	6	0.0%	0
Dursley	0.3%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0
Evesham TOWN CENTRE	2.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	11.2%	224	30.1%	61	28.5%	32	11.1%	5	3.3%	4	0.0%	0	6.1%	14	0.0%	0	31.9%	27	11.7%	13	9.0%	7
Gloucester Quays (outlet centre), Gloucester	1.0%	20	0.0%	0	5.3%	6	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	4.2%	3
Great Malvern	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	0.0%	0	0.0%	0
Hereford TOWN CENTRE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Lydney	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	13	0.0%	0	0.0%	0
Monmouth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.1%	3	0.0%	0	0.0%	0
Nailsworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Oxford	0.0%	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	0.0%	0	0.0%	0
Pershore	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Quedgeley (district centre), Gloucester	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ross on Wye	0.4%	7	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.5%	1	0.0%	0	0.0%	0
Stow on the Wold	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
Stratford upon Avon	1.0%	20	0.0%	0	0.0%	0	0.7%	0	0.0%	0	8.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	2.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	47	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Swindon TOWN CENTRE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	1.6%	33	0.0%	0	0.0%	0	0.9%	0	25.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester CITY CENTRE	0.4%	8	0.0%	0	0.0%	0	1.1%	0	0.8%	1	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	35.7%	717	32.0%	65	34.0%	38	48.3%	22	29.9%	38	26.0%	53	50.4%	118	33.3%	35	38.2%	32	35.9%	39	43.9%	33
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	0.0%	0	0.0%	0	0.0%	0
Asda, Hatherley Lane, Cheltenham	0.2%	3	0.0%	0	0.0%	0	1.1%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkeley	0.0%	0	0.0%	0	0.0%	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
Birmingham Airport, Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bourton-on the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Racecourse Car Boot Sale, Evesham Road, Cheltenham	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
Coventry	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
Evesham County Park, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	0.2%	4	0.0%	0	2.8%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempsted	0.0%	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	0.0%	0	0.0%	0
Kingsditch Retail Park, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindon, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stanstead Airport, Stansted	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Stratford upon Avon	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
Menstrie	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	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
Newent	0.1%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruardean	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dudbridge, Stroud	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gallagher Retail Park, Tewkesbury 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	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )												
Cheltenham Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	
St Ives	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stonehouse	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth	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	1.9%	1	
Tenby	0.1%	2	0.0%	0	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%
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	0.6%	13	6.1%	13	0.0%	0	0.0%	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, Gloucester Business Park, Delta Way, Gloucester	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Church Road, Bishops Cleeve	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%
Tesco Superstore, Fosse Way, Stow-on-the-Wold	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%
Tesco Superstore, High Street, Cam, Dursley	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	1.4%	1	
Tesco Superstore, Orchard Lane, Ledbury	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%
Tesco Superstore, Worcester Road, Evesham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornbury	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	1.2%	1	
Witney	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%
(Don't do)	14.8%	297	13.0%	27	14.8%	17	16.9%	8	15.0%	19	19.0%	38	7.0%	16	22.2%	23	8.7%	7	20.3%	22	12.5%	9	
(Can't remember)	2.1%	42	2.4%	5	1.9%	2	2.1%	1	2.3%	3	1.8%	4	2.2%	5	0.7%	1	3.3%	3	2.5%	3	2.6%	2	
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76	
Sample:		2008		100		101		100		100		101		100		100		100		101		100	



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Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q11 Where did you last buy small household goods such as home furnishings, glass and china items, jewellery and watches ?</b>																						
AHF Home Furnishings, Gloucester Retail Park, Gloucester	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Gallagher Retail Park, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Golden Valley Retail Park, Hatherley Lane, Cheltenham	0.0%	0	0.0%	0	0.0%	0	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, St Oswalds, Gloucester	0.6%	12	1.9%	4	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Carpwright, Gallagher Retail Park, Cheltenham	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
Corinium Carpets, Kingsditch Lane, Cheltenham	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
DFS, Gallagher Retail Park, Cheltenham	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Kingsditch Retail Park, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Sense, St Oswalds Retail Park, Gavel Way, Gloucester	1.0%	20	3.3%	7	2.6%	3	0.0%	0	2.8%	4	0.0%	0	0.6%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Homebase, Eastern Avenue, Gloucester	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	0.5%	1	0.0%	0
Homebase, Tewkesbury Road, Centrum Park, Cheltenham	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
Land of Leather, Gallagher Retail Park, Cheltenham	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
Lee Longlands, Bath Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kingsditch Retail Park, Tewkesbury Road, Cheltenham	1.0%	20	0.6%	1	5.3%	6	1.8%	1	1.7%	2	0.7%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Mays World of Carpets, Gallagher Retail Park, Cheltenham	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	0.7%	1	0.0%	0
SCS Sofas, Kingsditch Retail Park, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
SCS, St Oswald's Park, Gloucester	0.5%	10	0.0%	0	1.1%	1	0.7%	0	0.0%	0	0.0%	0	3.6%	8	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bath	0.2%	5	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Birmingham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	9	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bishops Cleeve	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Bristol	3.4%	68	1.8%	4	2.1%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	10	6.2%	7	0.8%	1	12.1%	13	13.6%	10
Cardiff	0.2%	5	0.0%	0	0.0%	0	0.7%	0	1.0%	1	0.0%	0	0.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cheltenham TOWN CENTRE	14.4%	289	5.8%	12	7.7%	9	3.5%	2	28.7%	36	9.6%	19	7.8%	18	6.9%	7	4.2%	4	1.6%	2	0.0%	0
Chepstow	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	0.5%	1	0.0%	0
Cirencester	2.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7	38.1%	40	0.0%	0	0.0%	0	0.0%	0
Coleford	0.2%	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	3.5%	4	0.0%	0
Cribbs Causeway	2.2%	45	0.0%	0	3.9%	4	0.7%	0	0.0%	0	0.0%	0	6.5%	15	0.0%	0	1.4%	1	2.2%	2	18.5%	14
Dursley	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%	0	3.8%	3
Evesham TOWN CENTRE	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	11.7%	236	20.0%	41	26.8%	30	19.8%	9	4.2%	5	3.9%	8	6.0%	14	0.0%	0	31.4%	27	32.3%	35	14.0%	11
Gloucester Quays (outlet centre), Gloucester	2.1%	42	5.7%	12	2.4%	3	2.9%	1	1.5%	2	0.0%	0	1.6%	4	0.0%	0	1.9%	2	0.0%	0	1.8%	1
Hereford TOWN CENTRE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Lydney	0.3%	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	5.7%	6	0.0%	0
Monmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Newport	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	2.3%	2	0.0%	0
Pershore	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	1.8%	36	2.7%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	5.7%	13	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Ross on Wye	0.5%	10	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	8	1.1%	1	0.0%	0
Stow on the Wold	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	1.0%	1
Stratford upon Avon	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	35	0.7%	1	0.0%	0	0.0%	0	2.4%	2
Swindon TOWN CENTRE	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	11	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.5%	11	0.0%	0	0.0%	0	0.9%	0	8.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester CITY CENTRE	0.5%	9	0.0%	0	0.0%	0	1.1%	0	0.0%	0	4.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	10.5%	211	12.2%	25	9.4%	11	14.4%	6	13.4%	17	11.3%	23	10.8%	25	1.7%	2	15.1%	13	8.8%	9	14.9%	11
Abroad	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Living, Maybird Retail Park, Stratford-upon-Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bruton Way, Gloucester	0.3%	6	1.6%	3	1.1%	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
Asda, Hatherley Lane, Cheltenham	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
Ashley Down	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Four Pools Retail Park, Evesham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	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
Banbury Cross Retail Park, Banbury	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
Barnwood	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
Berkeley	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	1.6%	1
Birmingham Airport, Birmingham	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
Bourton-on-the-Water	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )									
Brockworth	0.4%	9	4.2%	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
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	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
Coney Hill	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Tewkesbury Road, Cheltenham	0.4%	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
Dunelm Mill, Centrum Retail Park, Cheltenham	0.3%	5	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
Dunelm Mill, Elgar Retail Park, Blackpole Road, Worcester	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%	0	0.0%	0
Dunelm Mill, Westgate Retail Park, Westgate, Gloucester	0.4%	9	0.0%	0	2.6%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Gloucester	0.4%	8	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Retail Park, Evesham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frampton-on-Severn Gallagher Retail Park, Cheltenham	0.0%	0	0.0%	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
Gallagher Retail Park, Cheltenham	3.1%	62	3.5%	7	2.8%	3	1.8%	1	9.1%	11	3.0%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Gloucester Retail Park, Eastern Avenue, Gloucester	0.0%	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	0.0%	0
Greenbridge Retail Park, Garrard Way, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Harveys, Eastern Avenue Retail Park, Gloucester	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Hempsted	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
High Wycombe	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	0.0%	0
Highfield Garden World, Bristol Road, Whitminster	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%	0
Home Sense, Gallagher Retail Park, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Centrum Park, Kingsditch Lane, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croft Road, Coventry	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Bristol	0.6%	12	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.8%	1	0.0%	0
Ikea, Park Lane, Wednesbury, Birmingham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Tewkesbury Road, Cheltenham	1.3%	27	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsholm	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Laura Ashley, Blooms of Bressingham, Bath Road, Haresfield	0.0%	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	0.0%	0
Lewisham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longlevens	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mannington Retail Park, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Stratford upon Avon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead	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
Moreton-in-Marsh	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%	0	0.0%	0
Morrisons, Davies Road, Evesham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Street, Ross On Wye	0.0%	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	0.0%	0
Newent	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newquay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Abbot	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
Next, Gallagher Retail Park, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Northleach	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
Oak Furniture Land, Gallagher Retail Park, Cheltenham	0.0%	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	0.0%	0
Oakland Furniture, Gallagher Retail Park, Cheltenham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Porthcawl	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	0.5%	1	0.0%	0
Sainsbury's, Barnett Way, Barnwood, Gloucester	0.2%	3	0.6%	1	1.4%	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
Sainsbury's, Dudbridge, Stroud	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gallagher Retail Park, Cheltenham	0.3%	5	0.0%	0	0.7%	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
Sainsbury's, Priors Road, Oakley, Cheltenham	0.0%	0	0.0%	0	0.0%	0	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, St Ann Way, Gloucester Quays, Gloucester	0.2%	4	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Solihull	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	0.8%	1
Southwold	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
St Oswalds Retail Park, Gloucester	1.2%	23	1.9%	4	5.4%	6	5.4%	2	0.0%	0	0.0%	0	2.5%	6	0.0%	0	1.6%	1	1.6%	2	0.6%	0
Stonehouse	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Village, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Maybird Retail Park, Stratford upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	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
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Quedgeley District Centre, Bristol Road, Gloucester	0.1%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Bishops Cleeve	0.0%	0	0.0%	0	0.0%	0	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 Superstore, High Street, Cam, Dursley	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%	1
Tesco Superstore, Worcester Road, Evesham	0.1%	2	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
The Orbital Shopping Park, Swindon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0
The Original Factory Shop, Cashes Green Road, Stroud	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gloucester Retail Park, Eastern Avenue, Gloucester	0.3%	7	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Tewkesbury Road, Cheltenham	0.1%	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
Waitrose/John Lewis, Honeybourne Way, Cheltenham	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%	0	0.0%	0
Westgate Retail Park, Gloucester	0.2%	4	1.0%	2	0.0%	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
Whitminster	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	2.9%	2
Witney	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
Wotton	0.0%	0	0.0%	0	0.0%	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
(Don't do)	15.7%	315	15.9%	33	14.3%	16	22.4%	10	8.4%	11	21.0%	42	7.3%	17	17.0%	18	6.0%	5	16.4%	18	11.1%	8
(Can't remember)	7.8%	156	11.1%	23	5.0%	6	13.9%	6	6.9%	9	15.0%	30	5.8%	14	7.9%	8	10.9%	9	5.6%	6	7.1%	5
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )												
<b>Q12 Where did you last buy goods such as toys, games, bicycles, pets and pet products and other recreational goods?</b>																							
Asda, Bruton Way, Gloucester	0.3%	5	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	
B&Q, Golden Valley Retail Park, Hatherley Lane, Cheltenham	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%
Marks & Spencer, Kingsditch Retail Park, Tewkesbury Road, Cheltenham	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%
Sainsburys, Barnett Way, Barnwood, Gloucester	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Tewkesbury Road, Cheltenham	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Smyths Toys, Gateway Retail Park, Tewkesbury Road, Cheltenham	2.4%	49	0.0%	0	0.7%	1	0.7%	0	6.0%	7	4.6%	9	0.0%	0	0.0%	0	3.1%	3	1.6%	2	0.0%	0	0.0%
Tesco, Colletts Drive, Cheltenham	0.2%	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%
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	0.4%	8	1.4%	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%
Tesco, St Oswalds Road, Gloucester	0.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose/John Lewis, Honeybourne Way, Cheltenham	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%	0	0.0%	0	0.0%
Abbeylea District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeylea)	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London Road/Charlton Kings/"Sixways", Cheltenham	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	0.5%	1	0.0%	0	0.0%
Quedgeley District Centre, Bristol Road, Gloucester	0.2%	5	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	0.0%	0	0.0%
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Bishops Cleeve	0.2%	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%
Bristol	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	5.9%	6	8.4%	6	0.0%
Cardiff	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Cheltenham TOWN CENTRE	10.7%	215	5.5%	11	11.9%	13	1.8%	1	18.3%	23	8.7%	17	0.9%	2	0.0%	0	4.7%	4	0.0%	0	0.8%	1	0.0%
Chepstow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%
Cinderford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Cirencester	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	29.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Coleford	0.2%	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	3.6%	4	0.0%	0
Cribbs Causeway	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.7%	1	2.8%	3	14.7%	11
Dursley	0.2%	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	5.9%	4
Evesham TOWN CENTRE	2.2%	45	0.0%	0	0.0%	0	0.0%	0	1.7%	2	20.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	10.6%	213	21.0%	43	19.8%	22	22.9%	10	3.0%	4	0.0%	0	5.1%	12	0.0%	0	25.3%	21	24.0%	26	14.3%	11
Gloucester Quays (outlet centre), Gloucester	3.0%	61	5.5%	11	3.8%	4	3.7%	2	3.9%	5	0.0%	0	7.2%	17	0.0%	0	2.9%	2	0.5%	1	2.7%	2
Hereford TOWN CENTRE	0.1%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Lydney	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	11	0.0%	0
Malvern Link	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	0.0%	0	0.0%	0
Monmouth	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	3.0%	3	0.0%	0
Nailsworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Pershore	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	2.1%	41	1.9%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	7.5%	18	0.0%	0	1.5%	1	0.0%	0	1.4%	1
Ross on Wye	0.2%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Stratford upon Avon	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	4.1%	82	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	78	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Swindon TOWN CENTRE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	8	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.5%	11	0.0%	0	0.0%	0	0.9%	0	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	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
Worcester CITY CENTRE	0.7%	14	0.0%	0	0.0%	0	1.1%	0	4.0%	5	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	12.4%	249	14.7%	30	16.7%	19	19.4%	9	9.1%	11	13.2%	27	14.5%	34	6.6%	7	16.3%	14	24.6%	26	11.4%	9
Abbeymead	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Aldi, Gloucester Road, Tewkesbury	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	0.0%	0	0.0%	0
Asda, Eastgate Street, Gloucester	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hatherley Lane, Cheltenham	0.2%	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
Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnstaple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnwood	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
Berkeley	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	2.0%	2
Bourton-on-the-Water	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
Bradford	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	0.8%	1	0.0%	0
Brockworth	0.5%	9	4.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cam	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%	1
Central London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Kings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden	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
Coney Hill	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Davies Road, Evesham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Dulwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
Evesham Retail Park, Evesham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Exmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Pools Retail Park, Evesham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallagher Retail Park, Cheltenham	3.0%	61	0.8%	2	3.2%	4	1.1%	0	13.3%	17	0.0%
Gateway Retail Park, Tewkesbury Road, Cheltenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Golden Valley Retail Park, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenbridge Retail Park, Garrard Way, Swindon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hempsted	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Garden World, Bristol Road, Whitminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kings Meadow Retail Area, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingsditch Retail Park, Cheltenham	0.9%	18	0.0%	0	0.7%	1	0.0%	0	3.7%	5	0.0%
Lancaster	0.3%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%
Leckhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ledbury	0.1%	2	0.0%	0	0.0%	0	1.8%	1	0.8%	1	0.0%
Lidl, Eastern Avenue, Gloucester	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Longlevens	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Malvern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maybird Shopping Park, Stratford upon Avon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Moreton-in-Marsh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newent	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%
Newport East Retail Park, Gwent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Podsmead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Sainsbury's, Dudbridge, Stroud	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Priors Road, Oakley, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Oswalds Retail Park, Gloucester	0.6%	13	1.9%	4	2.4%	3	1.4%	1	0.0%	0	0.0%



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )												
Staunton Garden Centre, Staunton Cross, Ledbury Road, Staunton	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	
Stonehouse	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon Designer Outlet, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon Village, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Kings Meadow, Cricklade Road, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bath Road, Taplow	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	0.8%	1	
Tesco Superstore, High Street, Cam, Dursley	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	0.8%	1	
Tesco Superstore, High Street, Lydney	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	1.6%	2	0.0%	0	0.0%
Tesco Superstore, Midland Way, Thornbury, Bristol	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	1.9%	1	
Tesco Superstore, Stratford Road, Stroud	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Range, Gloucester Retail Park, Eastern Avenue, Gloucester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Range, Tewkesbury Road, Cheltenham	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	0.0%	0	0.0%	0	0.0%
Toys R Us, Oxford Road, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Toys R Us, St Ann Way, Gloucester	0.8%	16	0.6%	1	3.2%	4	3.9%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.4%	1	0.5%	1	0.0%	0	0.0%
Waitrose, London Road, Stroud	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	0.0%	0	0.0%	0	0.0%
Waitrose, Sheep Street, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, The Rosebird Centre, Shipston Road, Stratford upon Avon	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%	0	0.0%	0	0.0%	0	0.0%
Westgate Retail Park, Gloucester	0.2%	5	0.0%	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%
Weston-super-Mare Witney	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%
Wyevale Garden Centre, Milbury Heath, Wotton-under-Edge	0.0%	0	0.0%	0	0.0%	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%
Yate	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	1.9%	1	
(Don't do)	27.5%	553	27.8%	57	28.2%	32	35.0%	16	15.3%	19	29.3%	59	15.5%	36	45.3%	47	26.4%	22	12.6%	14	25.7%	19	
(Can't remember)	3.2%	64	9.1%	19	1.5%	2	0.9%	0	3.0%	4	0.6%	1	2.2%	5	3.9%	4	5.3%	4	1.6%	2	2.6%	2	

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

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	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
Weighted base:	2009	204	112	45	126	202	234	105	85	107	76
Sample:	2008	100	101	100	100	101	100	100	100	101	100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
<b>Q13 Where did you last buy chemist goods (including health and beauty products)?</b>											
Asda, Bruton Way, Gloucester	1.1%	22	2.8%	6	0.0%	0	0.7%	0	0.0%	0	0.0%
Morrisons, Shurdington Road, Cheltenham	0.3%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Sainsburys, Barnett Way, Barnwood, Gloucester	0.6%	11	2.2%	4	5.0%	6	0.0%	0	0.0%	0	0.8%
Sainsburys, Tewkesbury Road, Cheltenham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Colletts Drive, Cheltenham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	0.9%	17	1.6%	3	0.9%	1	0.0%	0	0.0%	0	1.8%
Tesco, St Oswalds Road, Gloucester	0.4%	7	0.0%	0	1.7%	2	6.7%	3	0.0%	0	0.0%
Waitrose/John Lewis, Honeybourne Way, Cheltenham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbeylea District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeylea)	0.6%	11	3.8%	8	0.7%	1	0.0%	0	0.8%	1	0.0%
Bath Road, Cheltenham	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coronation Square, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London Road/Charlton Kings/"Sixways", Cheltenham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quedgeley District Centre, Bristol Road, Gloucester	0.2%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Shurdington Road/Caernarvon Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bath	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Bishops Cleeve	1.8%	35	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Bristol	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Cardiff	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Cheltenham TOWN CENTRE	17.7%	355	11.1%	23	13.1%	15	5.8%	3	8.6%	11	7.9%
Chepstow	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%
Cinderford	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%
Cirencester	5.0%	100	0.0%	0	0.0%	0	0.0%	0	0.7%	2	87.3%
Coleford	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Cribbs Causeway	0.4%	8	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Dursley	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.4%	32
Evesham TOWN CENTRE	5.9%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.5%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	13.4%	269	43.8%	89	42.4%	48	14.8%	7	3.3%	4	0.0%	0	3.4%	8	0.0%	0	29.1%	25	5.9%	6	8.5%	6
Gloucester Quays (outlet centre), Gloucester	1.5%	30	1.0%	2	1.1%	1	0.7%	0	2.0%	3	0.0%	0	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford TOWN CENTRE	0.1%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Lydney	1.8%	37	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	32.9%	35	0.0%	0
Malvern Link	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.5%	8	0.0%	0
Nailsworth	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	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	0.7%	1	0.0%	0
Pershore	1.2%	25	0.0%	0	0.0%	0	0.0%	0	2.8%	4	10.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	3.0%	61	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	13	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Ross on Wye	0.6%	12	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	10	0.5%	1	0.0%	0
Stow on the Wold	0.3%	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
Stratford upon Avon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	7.2%	145	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.4%	141	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Swindon 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	0.0%	0	0.0%	0
Tewkesbury	4.1%	83	0.0%	0	0.7%	1	2.4%	1	64.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.2%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.3%	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
Worcester CITY CENTRE	0.5%	9	0.0%	0	0.0%	0	1.1%	0	2.9%	4	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	3.1%	61	1.6%	3	1.7%	2	6.3%	3	1.5%	2	4.6%	9	0.0%	0	1.7%	2	6.6%	6	6.3%	7	2.5%	2
Abroad	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%	0	0.0%	0	0.0%	0
Aldi, Brookend Street, Ross-on-Wye	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
Aldi, Tewkesbury Road, Cheltenham	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
Asda, Hatherley Lane, Cheltenham	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
Asda, Naas Lane Link Road, Kingsway, Quedgeley	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
Banbury	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
Berkeley	1.0%	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	0.0%	0	25.7%	19
Bourton-on-the-Water	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
Bream	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	0.8%	1	0.0%	0
Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockworth	0.9%	18	7.2%	15	0.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bussage	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	0.0%	0	0.0%	0
Cainscross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cam	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	2.8%	2
Central 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
Chalford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Churchdown	0.5%	9	0.0%	0	8.1%	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
Cirencester Retail Park, Bridge Road, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Corse	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
Drybrook	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Dudbridge	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Area, Gloucester	0.0%	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	0.0%	0	0.0%	0
Evesham Retail Park, Evesham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	1.3%	25	0.0%	0	2.1%	2	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heavitree	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
Hucclecote	0.4%	7	3.3%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Cheltenham	0.2%	4	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Kingsholm	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
Leckhampton	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
Ledbury	0.1%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	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
Lidl, Bulwark Road, Chepstow	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	0.8%	1	0.0%	0
Lidl, Kingshill Road, Dursley	0.0%	0	0.0%	0	0.0%	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
Lindon, Gloucester	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
Longlevens	0.5%	10	0.0%	0	9.0%	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
Lydbrook	0.0%	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	0.0%	0
Malvern Retail Park, Malvern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matson	0.2%	3	1.6%	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
Maybird Shopping Park, Stratford upon Avon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minchinhampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitcheldean	0.2%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Montpellier	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Heron Way, Abbeydale	0.2%	4	1.4%	3	0.9%	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
Newent	0.9%	18	0.0%	0	1.1%	1	37.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northleach	0.2%	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
Norton	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
Painswick	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Prestbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Rendcomb	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's, Dudbridge, Stroud	0.6%	12	0.0%	0	0.0%	0	0.0%	0	5.1%	12	0.0%	0										
Sainsbury's, Priors Road, Oakley, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.2%	4	0.0%	0	0.7%	1	0.9%	0	1.0%	1	0.0%	0										
St Marks	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
St Oswalds Retail Park, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Stonehouse	0.7%	14	0.0%	0	0.0%	0	0.0%	0	5.8%	13	0.0%	0										
Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	0.4%	8	2.5%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0										
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1										
Tesco Superstore, Church Road, Bishops Cleeve	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Tesco Superstore, Colletts Drive, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Tesco Superstore, High Street, Cam, Dursley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.6%	1									
Tesco Superstore, High Street, Lydney	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.3%	4	0.0%	0						
Tesco Superstore, Midland Way, Thornbury, Bristol	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2						
Tesco Superstore, Orchard Lane, Ledbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0						
Tesco Superstore, St Oswalds Road, Gloucester	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Tesco Superstore, Worcester Road, Evesham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0						
Thornbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3				
Tredworth	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				
Tuffley	0.1%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Up Hatherley	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				
Witney	0.2%	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				
Wymans Brook	0.3%	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				
(Don't do)	4.0%	81	6.7%	14	4.2%	5	1.1%	1	1.0%	1	3.3%	7	1.5%	3	3.7%	4	2.8%	2	10.6%	11	0.6%	0
(Can't remember)	1.7%	34	2.9%	6	0.0%	0	3.0%	1	1.5%	2	2.0%	4	0.0%	0	3.1%	3	2.1%	2	1.3%	1	0.0%	0

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

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	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
Weighted base:	2009	204	112	45	126	202	234	105	85	107	76
Sample:	2008	100	101	100	100	101	100	100	100	101	100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )												
<b>Q14 Where did you last buy a large electrical item such as fridges, freezers, dishwashers, cookers, washing machines, microwaves, vacuum cleaners?</b>																							
Argos, High Street, Town Centre, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Argos, St Oswalds, Gloucester	0.9%	19	2.6%	5	1.4%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	4.4%	3	
Argos, Tewkesbury Road Retail Park, Cheltenham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B Grade Domestics, Princess Elizabeth Way, Cheltenham	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%
Champs Gas & Electrical, Tewkesbury Road, Cheltenham	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%
Currys, Eastern Avenue, Gloucester	8.4%	169	28.2%	58	12.2%	14	17.9%	8	2.3%	3	0.6%	1	11.6%	27	0.0%	0	9.6%	8	4.6%	5	9.2%	7	
Currys, Eastgate Street, Gloucester	0.3%	6	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.8%	1	
Currys, High Street, Cheltenham	1.0%	21	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys, Tewkesbury Road, Cheltenham	6.6%	133	0.0%	0	4.7%	5	0.9%	0	24.6%	31	4.0%	8	0.7%	2	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Discount Electronix, High Street, Cheltenham	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%
Sony Centre, Regent Arcade, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	0	
Birmingham	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%	0	0.0%	0	0.0%	0	0.0%
Bishops Cleeve	0.2%	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%	0	0.0%
Bristol	1.5%	31	0.6%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	8	0.7%	1	3.7%	3	9.4%	10	2.7%	2	
Cardiff	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	2.0%	2	0.0%	0	0.0%
Cheltenham TOWN CENTRE	5.9%	119	4.2%	9	1.4%	2	0.0%	0	7.1%	9	3.7%	8	0.6%	1	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%
Chepstow	0.2%	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	3.6%	4	0.0%	0	0.0%
Cinderford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%
Cirencester	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	34	0.8%	1	0.0%	0	0.0%	0	0.0%
Coleford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.6%	2	0.0%	0	0.0%
Cribbs Causeway	1.7%	34	0.0%	0	0.0%	0	1.4%	1	2.0%	3	0.0%	0	1.3%	3	0.7%	1	1.7%	1	1.9%	2	20.4%	15	
Dursley	0.3%	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	7.3%	6	
Evesham TOWN CENTRE	5.1%	102	0.0%	0	0.9%	1	0.0%	0	1.9%	2	43.5%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gloucester CITY CENTRE	9.6%	193	19.3%	39	25.6%	29	24.0%	11	5.6%	7	0.0%	0	6.3%	15	2.4%	2	16.0%	14	22.8%	24	3.8%	3	
Gloucester Quays (outlet centre), Gloucester	1.2%	24	1.0%	2	0.0%	0	0.9%	0	0.6%	1	0.0%	0	3.1%	7	0.0%	0	0.8%	1	2.1%	2	1.4%	1	
Great Malvern	0.0%	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	0.0%	0	0.0%	0	0.0%
Hereford TOWN CENTRE	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	0.5%	1	0.0%	0	0.0%
Lydney	0.4%	8	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%
Malvern Link	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%
Newport	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	1.6%	2	0.0%	0	0.0%



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
Pershore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quedgeley (district centre), Gloucester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Ross on Wye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%
Stow on the Wold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford upon Avon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stroud	1.6%	32	0.0%	0	0.0%	0	0.0%	0	13.3%	31	0.7%
Swindon TOWN CENTRE	0.6%	11	0.0%	0	0.0%	0	0.0%	0	10.5%	11	0.0%
Tewkesbury	0.1%	2	0.0%	0	0.9%	1	0.7%	0	0.6%	1	0.0%
Winchcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester CITY CENTRE	0.4%	8	0.0%	0	0.0%	0	0.7%	0	5.0%	6	0.7%
Internet / Mail order	21.3%	429	19.4%	40	16.0%	18	22.4%	10	20.7%	26	18.4%
Argos, Eastgate Street, Gloucester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Bruton Way, Gloucester	0.1%	2	0.0%	0	1.1%	1	1.1%	0	0.0%	0	0.0%
Asda, Hatherley Lane, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashchurch Trading Estate, Tewkesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Four Pools Retail Park, Four Pools Lane, Evesham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
B&Q, Hatherley Lane, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Maybird Centre, Stratford-upon-Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, St Oswalds, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Banbury Cross Retail Park, Banbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barnwood	0.3%	6	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%
Blackpole Retail Park, Blackpole Road, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Brockworth	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Buildbase, Metz Way, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Cam	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%
Central London	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
Charlton Kings	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chipping Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coney Hill	0.3%	5	1.6%	3	0.0%	0	0.0%	0	0.9%	2	0.0%
Eastern Avenue Retail Park, Gloucester	0.4%	7	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%
Elgar Retail Park, Worcester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%
Evesham Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Worcester Road, Evesham	1.6%	32	1.9%	4	1.1%	1	0.0%	0	5.3%	7	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	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
Hereford Retail Park, Hereford	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	0.0%	0	0.0%	0
High Wycombe	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elgar Retail Park, Worcester	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Cheltenham	0.0%	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	0.0%	0	0.0%	0
Ledbury	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%	1
Leonard Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham	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
Malvern Retail Park, Roman Way, Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maplin, Winchcombe Street, Cheltenham	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
Maybird Retail Park, Stratford-upon-Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shurdington Road, Up Hatherley, Cheltenham	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
Newent	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
Norton	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
Orbital Shopping Park, Thamesdown Drive, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Tewkesbury Road, Cheltenham	0.2%	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
Reclaim, Lansdown Industrial Estate, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, High Street, Cheltenham	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
Riverside Retail Park, Taunton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dudbridge, Stroud	0.0%	0	0.0%	0	0.0%	0	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, Priors Road, Oakley, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Southbrook Retail Park, Eastern Avenue, Gloucester	0.8%	15	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	5.3%	5	3.5%	4	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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Stonehouse	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talbot Green Shopping Park, Llantrisant	0.0%	0	0.0%	0	0.0%	0	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, Brockworth, Gloucester Business Park, Gloucester	0.2%	3	1.6%	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
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Quedgeley District Centre, Bristol Road, Gloucester	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%	0	0.0%	0
Tesco Superstore, Colletts Drive, Cheltenham	0.0%	0	0.0%	0	0.0%	0	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 Superstore, High Street, Cam, Dursley	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	0.8%	1
Tewkesbury Business Park, Tewkesbury	0.3%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tufthorn Industrial Estate, Stepbridge Road, Coleford	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	0.8%	1	0.0%	0
Waitrose/John Lewis, Honeybourne Way, Cheltenham	0.2%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	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
Yates	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	0.8%	1
(Don't do)	12.4%	249	5.2%	11	10.9%	12	6.7%	3	6.1%	8	9.7%	20	3.2%	7	10.1%	11	3.1%	3	9.4%	10	7.5%	6
(Can't remember)	6.9%	139	12.2%	25	11.2%	13	13.4%	6	8.6%	11	11.3%	23	4.9%	11	6.8%	7	8.1%	7	1.9%	2	2.8%	2
Weighted base:	2009		204		112		45		126		202		234		105		85		107		76	
Sample:	2008		100		101		100		100		101		100		100		100		101		100	

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<b>Q15 Where did you last buy small household electrical/battery appliances including audio visual, photographic and information processing equipment, such as cameras, personal computers, hairdryers, and shavers.</b>											
Argos, Eastgate Street, Gloucester	0.3%	7	2.0%	4	1.5%	2	0.0%	0	0.0%	0	0.0%
Argos, High Street, Town Centre, Cheltenham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Argos, St Oswalds, Gloucester	2.2%	44	4.3%	9	7.3%	8	8.6%	4	2.0%	3	0.0%
Argos, Tewkesbury Road Retail Park, Cheltenham	0.9%	18	0.0%	0	2.1%	2	0.0%	0	2.8%	4	0.0%
Asda, Bruton Way, Gloucester	0.4%	8	0.8%	2	2.0%	2	0.0%	0	0.0%	0	1.8%
Currys/PC World, Eastern Avenue, Gloucester	6.1%	123	23.8%	49	12.1%	14	13.7%	6	0.6%	1	2.3%
Currys/PC World, Eastgate Street, Gloucester	0.4%	7	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Currys/PC World, Tewkesbury Road, Cheltenham	6.0%	121	0.0%	0	7.6%	9	1.9%	1	18.6%	23	5.6%
Maplin, Eastern Ave, Gloucester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Maplin, Eastern Avenue, Gloucester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Maplin, Winchcombe Street, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Glevum Shopping Centre, Abbeydale, Gloucester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Shurdington Road, Cheltenham	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
PC World, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%
PC World, Tewkesbury Road, Cheltenham	0.3%	5	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%
Sainsburys, Barnett Way, Barnwood, Gloucester	0.1%	2	0.0%	0	1.1%	1	0.7%	0	0.0%	0	0.0%
Sainsburys, Tewkesbury Road, Cheltenham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Sony Centre, Regent Arcade, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Colletts Drive, Cheltenham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	1.2%	24	1.6%	3	0.0%	0	0.0%	0	0.0%	0	4.7%
Tesco, St Oswalds Road,	0.4%	8	0.0%	0	1.5%	2	0.7%	0	1.0%	1	0.0%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Gloucester Waitrose/John Lewis, Honeybourne Way, Cheltenham	0.8%	16	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0	3.0%	3	5.5%	4
Cardiff	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	0.7%	1	0.0%	0
Cheltenham TOWN CENTRE	7.9%	159	4.2%	9	2.0%	2	1.1%	0	10.9%	14	2.3%	5	0.7%	2	2.4%	2	0.8%	1	0.0%	0	0.0%	0
Cinderford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.5%	1	0.0%	0	0.0%	0
Cirencester	3.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	8	46.4%	49	0.0%	0	0.0%	0	0.0%	0
Coleford	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	2.6%	3	0.0%	0
Cribbs Causeway	1.6%	33	0.8%	2	1.1%	1	0.7%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	1.7%	1	1.3%	1	21.4%	16
Dursley	0.3%	7	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6
Evesham TOWN CENTRE	3.8%	77	0.0%	0	0.0%	0	0.0%	0	1.3%	2	34.9%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	6.3%	127	8.6%	17	14.8%	17	17.3%	8	2.7%	3	0.0%	0	2.2%	5	0.0%	0	13.2%	11	33.3%	36	5.7%	4
Gloucester Quays (outlet centre), Gloucester	0.7%	14	2.0%	4	0.0%	0	2.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.5%	1	0.0%	0
Hereford TOWN CENTRE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Lydney	0.2%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.7%	3	0.0%	0	0.0%	0
Malvern Link	0.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Quedgeley (district centre), Gloucester	0.7%	13	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Ross on Wye	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Stow on the Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	2.7%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	48	0.0%	0	0.0%	0	0.0%	0	8.4%	6
Swindon TOWN CENTRE	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.6%	12	1.0%	2	1.5%	2	0.0%	0	6.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester CITY CENTRE	0.7%	14	0.0%	0	0.0%	0	1.1%	0	3.1%	4	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	23.1%	465	20.8%	42	15.8%	18	19.4%	9	21.0%	26	20.3%	41	30.3%	71	19.2%	20	27.6%	23	31.1%	33	22.2%	17
Abroad	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	0.5%	1	0.0%	0
Alvis Retail Park, Coventry	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
Asda, Hatherley Lane, Cheltenham	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	0.0%	0	0.0%	0
Ashchurch Trading Estate, Tewkesbury	0.0%	0	0.0%	0	0.0%	0	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, Hatherley Lane, Cheltenham	0.0%	0	0.0%	0	0.0%	0	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, St Oswalds Park, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	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
Blackpole Retail Park,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )	
Worcester												
Bourton-on-the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockworth	0.1%	2	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cam	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Central London	0.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Coney Hill	0.2%	5	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Eastern Avenue Retail Park, Gloucester	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Evesham Retail Park, Evesham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Four Pools Retail Park, Evesham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	1.0%	19	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Gillmans, St Oswald Road, Gloucester	0.1%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Hempsted	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford Retail Park, Newton Road, Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Homebase, Eastbrook Road, Gloucester	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Cheltenham	0.4%	7	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.9%	1
Lewisham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litchfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Maesglas Industrial Estate Newport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Retail Park, Roman Way, Malvern	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Maybird Retail Park, Stratford-upon-Avon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ash Church Road, Tewkesbury	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Morrisons, Heron Way, Abbeyle	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newent	0.1%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Romford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Sainsbury's, Dudbridge, Stroud	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shires Gare Retail Park, Leamington Spa	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
Stonehouse	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	0.8%	16	7.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon	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	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Bishop Cleeve	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Midland Way, Thornbury, Bristol	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	1.9%	1
Tesco Superstore, St Oswalds Road, Gloucester	0.0%	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	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Chepstow	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	1.5%	2	0.0%	0
Tesco Superstore, Worcester Road, Evesham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury Business Park, Tewkesbury	0.3%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Business Park, York Road, Burgess Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do)	13.5%	271	8.3%	17	16.4%	18	8.7%	4	11.0%	14	11.3%	23	4.8%	11	9.7%	10	8.3%	7	9.9%	11	7.9%	6
(Can't remember)	5.4%	108	6.0%	12	7.8%	9	10.4%	5	4.1%	5	5.9%	12	8.5%	20	7.2%	8	4.2%	4	4.5%	5	9.3%	7
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q16 Where did you last buy DIY goods including paints, wallpaper, home improvement, tools, garden goods, etc, but not carpets?</b>																						
B&Q, Hatherley Lane, Cheltenham	10.6%	213	0.0%	0	4.7%	5	2.1%	1	17.5%	22	2.0%	4	4.0%	9	9.1%	10	0.0%	0	0.0%	0	0.0%	0
B&Q, St Oswalds, Gloucester	20.7%	416	49.4%	101	61.3%	69	52.1%	23	4.1%	5	0.0%	0	10.4%	24	1.0%	1	60.4%	51	20.1%	22	24.5%	18
Homebase, Eastbrook Road, Gloucester	2.2%	44	15.5%	32	0.7%	1	2.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Homebase, Tewkesbury Road, Centrum Park, Cheltenham	3.6%	73	0.0%	0	5.7%	6	0.0%	0	15.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Screwfix, Eastern Avenue, Gloucester	0.7%	15	4.9%	10	3.8%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Kingsditch Trading Estate, Cheltenham	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
The Range, Gloucester Retail Park, Eastern Avenue, Gloucester	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	0.5%	1	0.0%	0
The Range, Tewkesbury Road, Cheltenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tivoli Trading, Andover Road, Cheltenham	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
Wickes, Tewkesbury Road, Cheltenham	1.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Woodrow Way, Gloucester	0.5%	10	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, High Street, Cheltenham	0.2%	3	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
Wilkinsons, Northgate Street, Gloucester	0.1%	3	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bishops Cleeve	0.4%	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
Bristol	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	1.6%	2	1.9%	1
Cardiff	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	0.5%	1	0.0%	0
Cheltenham TOWN CENTRE	4.9%	98	0.8%	2	0.7%	1	0.0%	0	8.1%	10	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chepstow	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	22	0.0%	0
Cinderford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	9	0.0%	0	0.0%	0
Cirencester	3.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.3%	60	0.0%	0	0.0%	0	0.0%	0
Coleford	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	10.3%	11	0.0%	0
Cribbs Causeway	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	14.1%	11
Dursley	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	15
Evesham TOWN CENTRE	2.2%	44	0.0%	0	0.0%	0	0.0%	0	2.3%	3	17.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	2.9%	58	12.4%	25	3.1%	3	7.8%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	5	2.1%	2	1.6%	1
Gloucester Quays (outlet centre), Gloucester	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Great Malvern	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	0.0%	0	0.0%	0
Hereford TOWN CENTRE	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
Lydney	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	14.2%	15	0.0%	0
Malvern Link	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Newport	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	0.8%	1	0.0%	0
Pershore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	0.3%	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
Ross on Wye	0.2%	5	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.3%	1	0.0%	0
Stow on the Wold	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
Stratford upon Avon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	8.4%	169	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	67.2%	157	0.0%	0	0.0%	0	0.0%	0	11.9%	9
Swindon TOWN CENTRE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	1.0%	19	0.0%	0	0.0%	0	0.0%	0	15.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	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
Worcester CITY CENTRE	0.2%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	1.3%	27	0.0%	0	0.0%	0	3.2%	1	1.7%	2	0.7%	1	0.7%	2	1.7%	2	0.8%	1	1.3%	1	3.8%	3
Abroad	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	0.5%	1	0.0%	0
Ashburton Industrial Estate, Ross-on-Wye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Banbury	0.2%	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
Barnwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkeley	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	1.6%	1
Bourton Industrial Park, Bourton-on-the-Water	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
Bourton-on-the-Water	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
Broadway	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cam	0.0%	0	0.0%	0	0.0%	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
Chipping Campden	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	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
Cirencester Retail Park, Bridge Road, Cirencester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Coney Hill	0.1%	2	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	0.0%	0
Drybrook	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.3%	1	0.0%	0
Eastern Avenue Retail Park, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Trade Centre, Evesham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Evesham	6.2%	124	0.0%	0	0.0%	0	0.0%	0	3.8%	5	54.9%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Gloucester Retail Park, Eastern Avenue, Gloucester	0.1%	2	0.0%	0	0.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Hatherleigh	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
Highfield Garden World, Bristol Road, Whitminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Cheltenham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsholm	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
Laura Ashley, Blooms of Bressingham, Bath Road, Haresfield	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%	0	0.0%	0
Leckhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ledbury	0.0%	1	0.0%	0	0.0%	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
Lidl, Evesham Road, Bishops Cleeve	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
Love Lane Industrial Estate, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Maybird Retail Park, Stratford-upon-Avon	0.2%	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
Maybird Shopping Park, Stratford upon Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	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
New Mills Industrial Estate, Ledbury	0.1%	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	0.0%	0	0.0%	0
Newent	0.2%	4	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newman and Bloodworths Ltd, Bath Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Overross Industrial Estate, Ross-on-Wye	0.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Prestbury	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
Ryeford Industrial Estate, Stonehouse	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	0.0%	0	0.0%	0
St Oswalds Retail Park, Gloucester	0.4%	9	0.0%	0	3.6%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonehouse	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Village, Cheltenham	0.0%	0	0.0%	0	0.0%	0	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	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
Tesco Extra, Quedgeley District Centre, Bristol	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

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Road, Gloucester	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tewkesbury Business Park, Tewkesbury	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Thorney Leys Business Park, Ducklington, Witney	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Three Shires Garden Centre, Ledbury Road, Newent	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Tilsdown	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Toolstation, Kingsditch Lane, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose/John Lewis, Honeybourne Way, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westgate Retail Park, Westgate, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Wickes, Metric Trade Park, Love Lane, Cirencester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodrow Way Retail Area, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wotton-under- Edge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Wyevale Garden Centre, Evesham Road, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yate	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
(Don't do)	13.8%	278	11.4%	23	11.2%	13	6.5%	3	7.5%	9	9.2%
(Can't remember)	1.9%	39	2.6%	5	3.1%	3	2.8%	1	0.8%	1	1.8%
Weighted base:	2009	204	112	45	126	202	234	105	85	107	76
Sample:	2008	100	101	100	100	101	100	100	100	101	100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q17 Where did you last buy furniture, carpets and floor coverings?</b>																						
AHF Home Furnishings, Gloucester Retail Park, Gloucester	0.5%	11	0.6%	1	3.1%	3	0.7%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Allied Carpets, Eastern Avenue, Gloucester	0.4%	7	1.0%	2	1.1%	1	0.9%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Allied Carpets, Gallagher Retail Park, Cheltenham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Golden Valley Retail Park, Hatherley Lane, Cheltenham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, St Oswalds, Gloucester	0.5%	10	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	3.6%	4	0.0%	0
Carpet Emporium, Great Norwood Street, Cheltenham	0.1%	2	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
Carpetright, Gallagher Retail Park, Cheltenham	3.0%	61	0.8%	2	0.0%	0	0.9%	0	9.0%	11	0.0%	0	4.0%	9	5.4%	6	0.0%	0	0.0%	0	0.0%	0
Carpetright, Gloucester Retail Park, Gloucester	1.2%	24	1.6%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	3.3%	3	2.4%	3	0.0%	0
Corinium Carpets, Kingsditch Lane, Cheltenham	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
DFS, Gallagher Retail Park, Cheltenham	1.7%	33	1.4%	3	1.1%	1	4.9%	2	3.3%	4	3.4%	7	0.0%	0	2.0%	2	1.6%	1	0.0%	0	0.0%	0
Harveys, Kingsditch Retail Park, Cheltenham	0.3%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Home Sense, St Oswalds Retail Park, Gavel Way, Gloucester	0.4%	7	0.6%	1	0.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Eastern Avenue, Gloucester	0.1%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Homebase, Tewkesbury Road, Centrum Park, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Longlands, Bath Road, Cheltenham	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%	0	0.0%	0
Marks & Spencer, Kingsditch Retail Park, Tewkesbury Road, Cheltenham	0.4%	9	0.0%	0	2.1%	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
Mays World of Carpets, Gallagher Retail Park, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Multiyork Furniture, Portland Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Cheltenham																						
SCS Sofas, Kingsditch Retail Park, Cheltenham	0.4%	7	0.0%	0	1.5%	2	0.0%	0	1.0%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
SCS, St Oswald's Park, Gloucester	1.2%	24	1.4%	3	6.0%	7	3.5%	2	0.0%	0	0.0%	0	1.8%	4	0.0%	0	1.5%	1	0.5%	1	3.3%	3
The Carpet Hut, Haven Works, Tewkesbury Road, Cheltenham	0.1%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gloucester Retail Park, Eastern Avenue, Gloucester	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
Bath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Birmingham	0.2%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bishops Cleeve	0.2%	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
Bristol	2.9%	59	6.0%	12	3.4%	4	0.9%	0	0.0%	0	0.0%	0	5.8%	14	1.5%	2	1.4%	1	7.4%	8	4.2%	3
Cardiff	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	0.0%	0	0.0%	0
Cheltenham TOWN CENTRE	7.2%	144	4.1%	8	0.7%	1	0.0%	0	10.7%	13	0.9%	2	0.6%	1	2.4%	2	1.2%	1	0.0%	0	1.9%	1
Chepstow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0
Cinderford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Cirencester	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	16.9%	18	0.0%	0	0.0%	0	0.0%	0
Coleford	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	20.2%	22	0.0%	0
Cribbs Causeway	1.6%	33	0.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.5%	0	2.2%	2	23.4%	18
Dursley	0.3%	6	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5
Evesham TOWN CENTRE	2.8%	57	0.0%	0	0.0%	0	0.0%	0	0.6%	1	25.4%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	8.4%	170	23.7%	48	26.8%	30	17.2%	8	4.3%	5	0.0%	0	1.3%	3	0.0%	0	11.5%	10	10.0%	11	6.7%	5
Gloucester Quays (outlet centre), Gloucester	1.2%	24	3.2%	7	0.9%	1	0.7%	0	1.5%	2	0.0%	0	1.8%	4	0.0%	0	0.8%	1	0.0%	0	1.9%	1
Hereford TOWN CENTRE	0.1%	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
Lydney	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	11.8%	13	0.0%	0	0.0%	0
Malvern Link	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.1%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Nailsworth	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Newport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Pershore	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Ross on Wye	0.2%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Stow on the Wold	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
Stratford upon Avon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	4.1%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.6%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon TOWN CENTRE	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.7%	14	0.0%	0	0.7%	1	0.9%	0	9.1%	11	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	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	0.0%	0	0.0%	0
Winchcombe	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
Worcester CITY CENTRE	0.7%	13	0.0%	0	0.0%	0	0.0%	0	1.5%	2	5.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	5.3%	106	5.4%	11	4.7%	5	4.8%	2	8.1%	10	2.9%	6	4.6%	11	11.1%	12	8.9%	8	3.0%	3	7.0%	5

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )									
Abroad	0.1%	1	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
Aylburton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Banbury	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
Banbury Cross Retail Park, Banbury	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
Beeches Industrial Estate, Yate	0.0%	0	0.0%	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
Blackminster Business Park, Blackminster	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bream	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bridgemead Retail Park, Great Western Way, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bromyard	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	1
Charlton Kings	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
Coney Hill	1.1%	21	5.9%	12	4.0%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Crumlin	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Gloucester	1.3%	26	2.8%	6	2.2%	2	0.0%	0	2.0%	3	0.0%	0	3.1%	7	0.0%	0	0.5%	0	0.0%	0
Four Pools Retail Park, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frampton-on-Severn Industrial Park, Frampton-on-Severn	0.4%	8	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	2.2%	2
Furniture Recycling Project, High Street, Cheltenham	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
Gallagher Retail Park, Cheltenham	2.4%	48	1.8%	4	1.7%	2	2.1%	1	10.1%	13	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Hempsted	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
High Wycombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Cheltenham	0.9%	18	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Kingsholm	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
Laura Ashley, Blooms of Bressingham, Bath Road, Haresfield	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%	0
Leckhampton	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Ledbury	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longlevens	0.0%	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	0.0%	0	0.0%	0
Lower Road Trading Estate, Ledbury	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
Mannington Retail Park, Swindon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0
Metric Trade Park, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Minthead	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
Morelands Trading Estate, Gloucester	0.2%	3	0.8%	2	0.0%	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
Moreton-in-Marsh	0.3%	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
Newent	0.4%	8	0.0%	0	1.1%	1	13.2%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Shurdington	0.0%	0	0.0%	0	0.0%	0	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	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbrook Retail Park, Gloucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
St Oswalds Retail Park, Gloucester	1.0%	19	4.8%	10	2.2%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.9%	4	0.0%	0
Stonehouse	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	8	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Swindon Village, Cheltenham	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%	0	0.0%	0
Taunton	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
The Range, Tewkesbury Road, Cheltenham	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
Thornbury	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	0.8%	1
Waitrose/John Lewis, Honeybourne Way, Cheltenham	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%	0	0.0%	0
Warden Hills	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
Wellesbourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Gloucester	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
Woodmancote	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%	1
Woodrow Way Retail Area, Gloucester	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
Wormelow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wymans Brook	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
Yate	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	1.6%	1
(Don't do)	25.4%	510	24.0%	49	24.4%	27	19.2%	9	16.4%	21	30.7%	62	14.2%	33	23.3%	24	33.7%	29	19.7%	21	20.6%	16
(Can't remember)	9.0%	182	8.0%	16	5.9%	7	12.5%	6	10.4%	13	14.9%	30	9.5%	22	7.8%	8	10.9%	9	2.9%	3	10.9%	8
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q18 Where did you last buy gardening goods?</b>																						
B&Q Hatherley Lane, Cheltenham	6.4%	128	0.0%	0	3.4%	4	1.1%	0	8.4%	11	0.0%	0	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q St Oswalds, Gloucester	10.8%	217	31.8%	65	30.5%	34	24.5%	11	3.8%	5	0.0%	0	0.7%	2	0.0%	0	25.2%	21	10.9%	12	6.6%	5
Homebase, Eastbrook Road, Gloucester	3.5%	71	25.3%	52	4.7%	5	1.1%	0	1.5%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Homebase, Tewkesbury Road, Centrum Park, Cheltenham	1.9%	39	0.0%	0	0.0%	0	0.0%	0	2.5%	3	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Screwfix, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gloucester Retail Park, Eastern Avenue, Gloucester	0.3%	6	0.0%	0	0.9%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
The Range, Tewkesbury Road, Cheltenham	0.2%	3	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
Wickes, Tewkesbury Road, Cheltenham	0.4%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Woodrow Way, Gloucester	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
Wilkinsons, High Street, Cheltenham	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
Wilkinsons, Northgate Street, Gloucester	0.3%	5	1.4%	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
Birmingham	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	0.8%	1	0.0%	0
Bishops Cleeve	1.2%	25	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.2%	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	1.6%	1
Cheltenham TOWN CENTRE	4.8%	96	0.0%	0	4.1%	5	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chepstow	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	25.7%	28	0.0%	0
Cinderford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0
Cirencester	4.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	65.3%	68	0.0%	0	0.0%	0	0.8%	1
Coleford	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	7.5%	8	0.0%	0
Cribbs Causeway	0.2%	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	4.3%	3
Dursley	0.3%	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	8.2%	6
Evesham TOWN CENTRE	4.5%	91	0.0%	0	0.0%	0	0.0%	0	1.9%	2	41.4%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	3.2%	64	8.5%	17	7.1%	8	7.1%	3	1.8%	2	0.0%	0	1.6%	4	0.0%	0	5.1%	4	2.7%	3	4.3%	3
Gloucester Quays (outlet centre), Gloucester	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
Great Malvern	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	0.0%	0	0.0%	0
Hereford town centre	0.1%	1	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
Lydney	0.9%	18	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	14.7%	16	0.0%	0
Malvern Link	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Monmouth	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	2.2%	2	0.0%	0
Nailsworth	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	2	0.0%	0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Pershore	0.5%	10	0.0%	0	0.0%	0	0.9%	0	0.0%	0	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	0.8%	15	1.2%	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	0.6%	0
Ross on Wye	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.5%	1	0.0%	0	0.0%	0
Stow on the Wold	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
Stratford upon Avon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	6.5%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.5%	125	0.0%	0	0.0%	0	0.0%	0	7.6%	6
Swindon TOWN CENTRE	0.0%	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	0.0%	0	0.0%	0
Tewkesbury	2.1%	42	0.0%	0	0.0%	0	1.1%	0	32.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Winchcombe	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester CITY CENTRE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	2.5%	50	4.1%	8	3.2%	4	4.9%	2	2.0%	3	2.5%	5	1.8%	4	0.0%	0	1.5%	1	2.8%	3	3.9%	3
Abroad	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Quedgeley	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%	0	0.0%	0
Aldi, Brookend Street, Ross-on-Wye	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
Aldi, Tewkesbury Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashburton Industrial Estate, Ross-on-Wye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bagshot	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
Bourton-on-the-Water	0.2%	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
Broadway	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockworth	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
Burford	0.3%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cainscross	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churcham	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
Coney Hill	0.3%	5	2.5%	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
Dobbies Garden Centre, Siddington, Cirencester	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	2	7.6%	8	0.0%	0	0.0%	0	0.0%	0
Dundry Nurseries & Garden Centre, Bamfurlong Lane, Cheltenham	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood Garden Centre, Eastwood Park, Falfield, Wotton-under-Edge	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	2.2%	2
England's Finest Gardens, The Common, Berkeley	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	2.7%	2
Evesham Garden Centre, Evesham Country Park, Evesham	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exmouth	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
Fairview Garden Centre, Chapel Lane, Gloucester	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )									
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Evesham	2.2%	45	0.0%	0	0.0%	0	0.0%	0	2.6%	3	19.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fourboys Garden Centre, Dursley Road, Dursley	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	0.8%	1
Frampton-on-Severn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	0.3%	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	0.8%	1
Garden & Plant Centre, Knowle Hill, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Retail Park, Eastern Avenue, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Gloucester Wyevale Garden Centre, Bath Road, Haresfield	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
Gossington	0.0%	0	0.0%	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
Gotherington Nurseries, Gretton Road, Gotherington	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	1.0%	1
Hale & Co, Nailbridge, Drybrook	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Hampton Court Palace Flower Show, London	0.0%	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	0.0%	0
Hardwicke	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
Hatherleigh	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
Highfield Garden World, Bristol Road, Whitminster	2.1%	42	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	9.7%	23	0.0%	0	0.0%	0	14.9%	11
Huntley	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
Huntley Country Garden Centre, The Ross Road, Huntley	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0
Kingsditch Retail Park, Cheltenham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsholm	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
Leckhampton	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
Ledbury	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	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
Maybird Retail Park, Stratford-upon-Avon	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%	0
Metric Trade Park, Cirencester	0.0%	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	0.0%	0
Miserden Nursery, Miserden, Stroud	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )	
Morrisons, Davies Road, Evesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Heron Way, Abbeylea	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newent	0.6%	13	0.0%	0	0.0%	0	16.8%	7	0.0%	0	0.0%	0
Newton Abbot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Garden Centre, Tewkesbury Road, Gloucester	0.3%	6	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Overross Industrial Estate, Ross-on-Wye	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Prestbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raglan Garden Centre, Abergavenny Road, Raglan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ross Garden Store, Station Approach, Ross-on-Wye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Rudford	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Street, Dursley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dudbridge, Stroud	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Priors Road, Oakley, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shurdington	0.6%	12	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Oswalds Retail Park, Gloucester	0.3%	7	0.0%	0	1.7%	2	0.0%	0	2.0%	3	0.0%	0
St Peters Garden Centre, Pear Tree Farm, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Staunton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Staunton Garden Centre, Staunton Cross, Staunton	0.1%	2	0.0%	0	0.0%	0	1.6%	1	1.0%	1	0.0%	0
Stonehouse	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Sunnyside Garden Centre, Bristol Road, Dursley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Lydney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, St Oswalds Road, Gloucester	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tewkesbury Garden Centre, Mythe Road, Tewkesbury	0.2%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0
The Burford Garden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Company, Shilton Road, Burford											
The Dawn Nurseries, Shurdington Road, Shurdington	0.7%	14	0.8%	2	1.4%	2	0.0%	0	0.0%	0	0.0%
The Malvern Show, Three Counties Showground, Malvern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Three Shires Garden Centre, Ledbury Road, Newent	0.4%	8	0.0%	0	1.1%	1	7.8%	3	0.0%	0	0.0%
Toddington Garden Centre, Toddington, Cheltenham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Trago Mills, Liverton	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tredington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trioscape Nurseries, The Scarr, Newent	0.5%	10	0.0%	0	7.4%	8	3.5%	2	0.0%	0	0.0%
Twigworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Up Hatherley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vale Gardens Limited, Birmingham Road, Badsey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%
Whaddon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitminster	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Abergavenny Road, Raglan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Wyevale Garden Centre, Evesham Road, Cheltenham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Wyevale Garden Centre, Fairford Road, Lechlade	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
Wyevale Garden Centre, Haresfield, Stonehouse	1.4%	28	4.5%	9	0.0%	0	0.0%	0	0.0%	0	3.4%
Wyevale Garden Centre, Kings Acre Road, Hereford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Langford Bridge, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Milbury Heath, Thornbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Newport Road, Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Wyevale Garden Centre, Shurdington Road, Brockworth	0.8%	17	5.4%	11	1.4%	2	0.0%	0	0.0%	0	0.6%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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Wyevale Garden Centre, Waterside, Nailsworth	0.2%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yate (Don't do)	0.0%	0	0.0%	0	0.0%	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
(Can't remember)	14.5%	291	7.8%	16	13.6%	15	13.8%	6	10.4%	13	14.9%	30	3.8%	9	8.6%	9	16.5%	14	21.7%	23	9.3%	7
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

Mean score: [Number of visits per week]

### Q19 Now thinking about food shopping, how often do you do your main food shop?

Everyday	1.2%	25	1.4%	3	1.5%	2	1.9%	1	0.8%	1	0.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
2 or 3 times a week	8.3%	166	5.8%	12	9.0%	10	6.3%	3	11.8%	15	1.7%	3	7.6%	18	12.0%	13	7.2%	6	7.4%	8	8.9%	7
Once a week	70.1%	1408	77.6%	159	74.1%	83	59.9%	27	70.8%	89	77.6%	157	76.1%	178	68.9%	72	63.4%	54	58.5%	63	68.6%	52
Once a fortnight	7.2%	144	3.3%	7	5.4%	6	16.3%	7	7.3%	9	4.3%	9	3.1%	7	3.9%	4	16.9%	14	17.7%	19	8.4%	6
Once a month	5.4%	108	8.7%	18	4.6%	5	7.4%	3	4.3%	5	9.0%	18	4.0%	9	1.7%	2	2.2%	2	7.7%	8	2.0%	2
Less frequently	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Don't do a MAIN FOOD shop (Don't know / varies)	7.0%	141	3.2%	6	4.2%	5	7.4%	3	3.3%	4	6.0%	12	7.9%	19	13.6%	14	10.3%	9	6.6%	7	10.2%	8
Mean:		1.05		1.06		1.13		1.00		1.13		0.93		1.02		1.01		0.91		0.90		1.02
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

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<b>Q20 Where did you last do your household's main food shopping?</b> <i>Those that do top-up shopping at Q19</i>																						
Aldi, Bristol Road, Gloucester	3.2%	60	6.0%	12	1.4%	2	5.1%	2	0.0%	0	0.0%	0	9.9%	21	0.0%	0	4.3%	3	0.0%	0	3.2%	2
Aldi, Gloucester Road Tewkesbury	1.8%	33	0.0%	0	0.0%	0	0.0%	0	26.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tewkesbury Road, Cheltenham	2.6%	49	0.0%	0	12.6%	14	0.0%	0	1.7%	2	0.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Bruton Way, Gloucester	3.7%	69	5.4%	11	6.8%	7	2.8%	1	0.0%	0	0.0%	0	3.9%	8	0.0%	0	4.7%	4	6.9%	7	0.9%	1
Asda, Hatherley Lane, Cheltenham	2.1%	40	0.0%	0	2.9%	3	2.1%	1	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Abbotswood centre, Brockworth, Gloucester	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bath Road, Cheltenham	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
Co-op, Cheltenham Road, Longlevens, Gloucester	0.1%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Finlay Road, Gloucester	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
Co-op, High Street, Tewkesbury	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%	1	0.0%	0
Co-op, Leckhampton Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Charlton Kings, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Winchcombe	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
Co-op, Parton Road, Churchdown, Gloucester	0.0%	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	0.0%	0	0.0%	0
Co-op, Windyridge Road, Wymans Brook Estate, Cheltenham	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
Iceland, High Street, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Oxbode, Gloucester	0.2%	4	2.0%	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
Lidl, Bristol Road, Gloucester	0.5%	9	2.5%	5	1.6%	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
Lidl, Eastern Avenue, Gloucester	1.1%	20	5.2%	10	4.1%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Evesham Road, Bishops Cleeve	1.1%	20	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Grosvenor Terrace, Cheltenham	0.6%	11	0.0%	0	0.0%	0	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,	0.4%	8	0.0%	0	2.9%	3	0.7%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
Kingsditch Retail Park , Cheltenham											
Marks and Spencer, High Street, Cheltenham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Southgate Street, Northgate St and Gloucester Quays, Gloucester	0.3%	6	2.0%	4	0.7%	1	0.7%	0	0.0%	0	0.0%
Morrisons, Ashchurch Road, Tewkesbury	1.6%	30	0.0%	0	2.5%	3	4.9%	2	20.5%	25	0.0%
Morrisons, Glevum Shopping Centre, Abbeylea, Gloucester	2.1%	40	18.1%	36	2.3%	2	0.0%	0	0.0%	0	0.0%
Morrisons, Kingshill, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Morrisons, Metz Way (Railway Triangle), Gloucester	1.7%	31	7.5%	15	1.6%	2	0.7%	0	0.0%	0	2.4%
Morrisons, Prestbury Road, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Morrisons, Shurdington Road, Up Hatherley, Cheltenham	3.3%	61	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Barnett Way, Barnwood, Gloucester	2.5%	46	14.1%	28	10.9%	12	1.9%	1	0.0%	0	0.0%
Sainsbury's, Bath Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham	3.9%	73	0.0%	0	1.4%	2	4.6%	2	9.3%	11	0.6%
Sainsbury's, Northgate Street, Gloucester	0.3%	6	0.8%	2	0.7%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Priors Road, Oakley, Cheltenham	1.8%	33	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	2.4%	44	3.1%	6	3.6%	4	6.8%	3	3.1%	4	1.6%
Tesco Express, Queens Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	3.0%	57	19.3%	38	8.6%	9	1.0%	0	0.0%	0	0.6%
Tesco Extra, Quedgeley District Centre, Bristol Road, Gloucester	3.2%	60	5.7%	11	0.0%	0	0.7%	0	0.0%	0	2.7%
Tesco Metro, Bishops Walk,	0.9%	17	0.0%	0	0.0%	0	1.0%	0	7.2%	9	0.0%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Tewkesbury																						
Tesco Metro, High Street, Cheltenham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cheltenham Road, Churchdown	0.1%	2	0.0%	0	1.8%	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
Tesco Superstore, Church Road, Bishops Cleeve	1.6%	31	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Colletts Drive, Cheltenham	1.7%	32	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, St Oswalds Road, Gloucester	3.2%	60	0.0%	0	26.8%	29	22.3%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	8	0.6%	1	0.0%	0
Waitrose, Honeybourne Way, Cheltenham	3.4%	63	0.0%	0	2.3%	2	0.7%	0	5.0%	6	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	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
Bristol	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%	1	0.0%	0
Cheltenham town centre	0.2%	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
Chepstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cinderford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Cirencester	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	16	0.0%	0	0.0%	0	0.0%	0
Coleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Evesham town centre	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester city centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Gloucester Quays (outlet centre), Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney	0.2%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.2%	2	0.0%	0
Malvern Link	0.0%	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	0.0%	0	0.0%	0
Monmouth	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	2.9%	3	0.0%	0
Pershore	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	0.2%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ross on Wye	0.4%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.6%	1	0.0%	0
Stratford upon Avon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Winchcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	8.5%	159	4.2%	8	0.7%	1	8.4%	3	8.1%	10	9.5%	18	9.8%	21	2.7%	2	16.4%	13	17.3%	17	9.3%	6
Aldi, Alvescote Road, Carterton	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
Aldi, Audley Avenue, Newport	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	0.9%	1	0.0%	0
Aldi, Brookend Street, Ross-on-Wye	0.2%	3	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Aldi, Cannors Way, Stratford-upon-Avon	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
Aldi, Cricklade Road, Cirencester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Horseshoe Lane,	0.2%	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	5.3%	4



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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Thornbury																				
Aldi, Spytty Road, Newport	0.0%	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	0.0%	0
Aldi, Swan Lane, Evesham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, King George's Way, Persnore	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Naas Lane Link Road, Kingsway, Quedgeley	0.3%	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
B&M, Avon Industrial Estate, Birmingham Road, Stratford Upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.0%	0	0.0%	0	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, High Street, Moreton-in-Marsh	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
Co-op, Angel Street, Worcester	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	0.0%	0
Co-op, Dockham Road, Cinderford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh	0.0%	0	0.0%	0	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, High Street, Stonehouse	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Manchester House, High Street, Newent	0.0%	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%	0
Co-op, Market Square, Newent	0.1%	3	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Street, Ledbury	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
Co-op, Newern Street, Lydney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-op, Racecourse Road, Persnore	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	0.0%	0
Co-op, Salter Street, Berkeley	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	1.1%	1
Co-op, Station Road, Bourton-on-the-Water	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%	0
Co-op, The Marshes, Coleford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Co-op, The Square, Stow On The Wold	0.0%	0	0.0%	0	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, Valley Road, Cinderford	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
Compton Verney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	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	0.0%	0
Farmfoods, Bristol Road, Quedgeley	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
Fladbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Agincourt Square, Monmouth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

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	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Iceland, Monmouth Square, Cwmbran	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	1.7%	2	0.0%	0
Iceland, Parsonage Street, Dursley	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	0.9%	1
Iceland, Union Street, Cornhill, Stroud	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	0.0%	0	0.0%	0
Lidl, Broadway Road, Evesham	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bulwark Road, Chepstow	0.2%	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	4.1%	4	0.0%	0
Lidl, Kingshill Road, Dursley	0.5%	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	13.1%	9
Lidl, Love Lane, Cirencester	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	7	7.5%	7	0.0%	0	0.0%	0	0.0%	0
Lidl, Parragate Road, Cinderford	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	8	3.9%	4	0.0%	0
Lidl, Redbrook Road, Monmouth	0.2%	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	4.1%	4	0.0%	0
London	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
Marks and Spencer Barnwood BP, Barnwood Road, Gloucester	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
Marks and Spencer, Dyer Street, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Evesham Shopping Park, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Marriott's Close, Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Station Road BP, Station Road, Stow on the Wold	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
Marks and Spencer, The Mall Cribbs Causeway, Patchway, Bristol	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	0.0%	0	0.0%	0	0.0%	0	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 Local, Dyer Street, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham	3.8%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Street, Nailsworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lysander Road, Cribbs Causeway, Bristol	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	1.1%	1
Morrisons, Roman Way, Malvern	0.0%	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	0.0%	0	0.0%	0
Morrisons, Station Street, Ross-on-Wye	1.4%	26	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	17	5.7%	6	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Newent	0.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, High Street, Coleford	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%	1	0.0%	0
Prestbury	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
Sainsbury's, Castle Street, Dursley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	7
Sainsbury's, Dudbridge, Stroud	3.2%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	60	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's, Exeter Road, Dawlish	0.0%	0	0.0%	0	0.0%	0	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, Fox Den Road, Bristol	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	0.9%	1
Sainsbury's, Hankridge Way, Taunton	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
Sainsbury's, Loxley Road, Wellesbourne	0.2%	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
Sainsbury's, The Maltings, Ross On Wye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Express, Southgate Street, Gloucester	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
Tesco Express, Stratford Road, Paganhill, Stroud	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stratford Road, Shirley, Solihull	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	0.7%	1	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	2.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	40.6%	37	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury	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
Tesco Extra, Ocotal Way, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Farrell Close, Cirencester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford Upon Avon	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
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.7%	13	0.0%	0	0.0%	0	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 Superstore, High Street, Cam, Dursley	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.7%	1	33.7%	23
Tesco Superstore, High Street, Lydney	1.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	31.1%	31	0.0%	0	0.0%	0
Tesco Superstore, Midland Way, Thornbury, Bristol	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	7.5%	5
Tesco Superstore, Orchard Lane, Ledbury	0.2%	4	0.0%	0	0.0%	0	4.8%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Siddington, Cirencester	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Tesco Superstore, St Peters Drive, Worcester	0.0%	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	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Chepstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stratford Road, Stroud	1.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Worcester Road, Evesham	1.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Edith Walk, Great Malvern	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	0.0%	0	0.0%	0
Waitrose, London Road, Stroud	0.9%	17	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	14	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Waitrose, Monnow Street, Monmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	2	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	18.8%	17	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Old Market, Hereford	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
Waitrose, The Rosebird Centre, Stratford upon Avon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whole Foods Market, Gallagher Retail Park, Cheltenham	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
(Can't remember)	0.7%	13	1.3%	3	0.7%	1	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1868		198		108		41		122		190		215		91		76		100		68
Sample:		1823		96		96		90		96		93		90		85		85		93		86

**Q21 How did you travel to this store to do your main food shopping?***Those that do top-up shopping at Q19 excluding those who said 'Internet / delivery'*

Car / van (as driver)	77.9%	1331	69.8%	132	77.6%	83	79.8%	30	77.9%	87	75.6%	130	81.8%	159	80.8%	71	88.4%	56	77.2%	64	88.3%	54
Car / van (as passenger)	12.4%	212	19.9%	38	16.3%	17	14.7%	6	9.0%	10	14.8%	25	6.0%	12	10.7%	9	9.3%	6	19.2%	16	6.8%	4
Walk	6.4%	109	5.6%	11	3.4%	4	5.5%	2	8.5%	10	7.3%	12	9.7%	19	7.7%	7	2.2%	1	1.6%	1	2.4%	1
Bus	2.2%	38	4.7%	9	2.6%	3	0.0%	0	4.5%	5	0.7%	1	1.4%	3	0.0%	0	0.0%	0	1.4%	1	1.7%	1
Taxi	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.8%	1	0.0%	0	0.0%	0	0.8%	0
Cycle	0.3%	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
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
Motorcycle	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	0.7%	1	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	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	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	2	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
(Don't know)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1709		189		107		38		112		172		194		88		64		83		62
Sample:		1689		91		95		84		89		86		85		82		74		79		81

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q22AIs (STORE MENTIONED AT Q20) your usual main food store?</b>																						
<i>Those that do top-up shopping at Q19</i>																						
Yes	89.8%	1679	85.0%	168	90.5%	97	89.5%	37	89.3%	109	92.7%	176	87.1%	188	94.5%	86	93.3%	71	87.9%	88	92.1%	63
No	10.2%	190	15.0%	30	9.5%	10	10.5%	4	10.7%	13	7.3%	14	12.9%	28	5.5%	5	6.7%	5	12.1%	12	7.9%	5
Weighted base:		1868		198		108		41		122		190		215		91		76		100		68
Sample:		1823		96		96		90		96		93		90		85		85		93		86

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
<b>Q22B Which is your usual main food store?</b>											
<i>Those whose last store they visited at Q20 isn't their usual main food store at Q22A</i>											
Aldi, Bristol Road, Gloucester	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Gloucester Road Tewkesbury	1.6%	3	0.0%	0	7.5%	1	0.0%	0	17.8%	2	0.0%
Asda, Bruton Way, Gloucester	5.3%	10	29.4%	9	0.0%	0	0.0%	0	0.0%	0	27.3%
Asda, Hatherley Lane, Cheltenham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bath Road, Cheltenham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Edinburgh Place, Cheltenham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%
Co-op, London Road, Charlton Kings, Cheltenham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, North Street, Winchcombe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Cheltenham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Oxboode, Gloucester	1.3%	3	8.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bristol Road, Gloucester	1.2%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%
Lidl, Eastern Avenue, Gloucester	1.0%	2	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Evesham Road, Bishops Cleeve	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Grosvenor Terrace, Cheltenham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Kingsditch Retail Park , Cheltenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, High Street, Cheltenham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Ashchurch Road, Tewkesbury	3.2%	6	0.0%	0	0.0%	0	0.0%	0	46.1%	6	0.0%
Morrisons, Glevum Shopping Centre, Abbeydale, Gloucester	0.9%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	8.7%
Morrisons, Metz Way (Railway Triangle), Gloucester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Shurdington Road, Up Hatherley, Cheltenham	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total		Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
Sainsbury's, Barnett Way, Barnwood, Gloucester	0.7%	1	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Northgate Street, Gloucester	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	1
Sainsbury's, Priors Road, Oakley, Cheltenham	0.9%	2	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	1.9%	4	5.5%	2	0.0%	0	16.1%	1	0.0%	0	0.0%	0
Tesco Express, Eastern Avenue, Gloucester	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	2.1%	4	6.6%	2	7.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Quedgeley District Centre, Bristol Road, Gloucester	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Tesco Metro, Bishops Walk, Tewkesbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Cheltenham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Bishops Cleeve	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Colletts Drive, Cheltenham	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, St Oswalds Road, Gloucester	4.9%	9	0.0%	0	11.6%	1	37.9%	2	0.0%	0	0.0%	0
Waitrose, Honeybourne Way, Cheltenham	3.3%	6	0.0%	0	14.9%	2	0.0%	0	6.3%	1	0.0%	0
Chepstow	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham town centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0
Ross on Wye	0.8%	1	0.0%	0	0.0%	0	7.1%	0	0.0%	0	22.7%	1
Stow on the Wold	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	6
Worcester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	1.9%	4	0.0%	0	9.6%	1	0.0%	0	0.0%	0	6.2%	2
Aldi, Horseshoe Lane, Thornbury	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Swan Lane, Evesham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Highwood Lane, Bristol	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, King George's Way,	1.5%	3	0.0%	0	0.0%	0	0.0%	0	21.0%	3	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
Pershore											
Chipping Campden	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cashes Green Road, Cainscross, Stroud	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Market Square, Newent	0.3%	0	0.0%	0	0.0%	0	11.0%	0	0.0%	0	0.0%
Co-op, Newern Street, Lydney	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Marshes, Coleford	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%
Colesbourne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Bristol Road, Quedgeley	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Love Lane, Cirencester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%
Lidl, Parragate Road, Cinderford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%
Lidl, Redbrook Road, Monmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Marks and Spencer, Eastgate Street, Gloucester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Davies Road, Evesham	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%
Morrisons, Roman Way, Malvern	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%
Morrisons, Station Street, Ross-on-Wye	0.2%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%
Sainsbury's, Dudbridge, Stroud	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%
Tesco Express, Manchester Court, High Street, Moreton-in-Marsh	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.9%
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, High Street, Cam, Dursley	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%
Tesco Superstore, High Street, Lydney	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%
Tesco Superstore, Station Road, Chepstow	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%
Tesco Superstore, Worcester Road, Evesham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%
Waitrose, London Road, Stroud	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%
Waitrose, Sheep Street,	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%



## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
Cirencester											
Waitrose, The Rosebird Centre, Stratford upon Avon	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	18.1%	34	39.1%	12	34.1%	3	20.7%	1	20.1%	3	0.0%
Weighted base:	190	30	10	4	13	14	28	5	5	12	5
Sample:	191	16	12	10	11	9	13	6	6	16	5

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>Q23 Where do you do most of your top-up food shopping?</b>																						
Aldi, Bristol Road, Gloucester	1.2%	23	0.8%	2	0.7%	1	1.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Aldi, Gloucester Road Tewkesbury	0.7%	14	0.0%	0	0.7%	1	0.0%	0	9.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tewkesbury Road, Cheltenham	0.8%	16	0.0%	0	0.7%	1	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bruton Way, Gloucester	1.9%	38	8.6%	17	1.5%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	1	
Asda, Hatherley Lane, Cheltenham	1.4%	29	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
Co-op, The Green, Bishops Cleeve	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
Co-op, Abbotswood centre, Brockworth, Gloucester	0.3%	7	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
Co-op, Bath Road, Cheltenham	0.7%	14	0.0%	0	0.0%	0	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, Cheltenham Road, Longlevens, Gloucester	0.4%	9	0.0%	0	8.0%	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
Co-op, Finlay Road, Gloucester	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
Co-op, Gloucester Road, Lansdowne, Cheltenham	0.0%	0	0.0%	0	0.0%	0	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, Hesters Way, Cheltenham	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%	0	0.0%	0
Co-op, High Street, Tewkesbury	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	0.0%	0	0.0%	0
Co-op, High Street, Tredworth, Gloucester	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
Co-op, Hillview Parade, Hucclecote, Gloucester	0.2%	5	2.3%	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
Co-op, Hucclecote Road, Gloucester	0.2%	4	2.2%	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
Co-op, Leckhampton Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Charlton Kings, Cheltenham	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Montpellier Road, Cheltenham	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%	0	0.0%	0
Co-op, North Street, Winchcombe	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northway Lane, Tewkesbury	0.5%	9	0.0%	0	0.0%	0	0.0%	0	7.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Parton Road, Churchdown, Gloucester	0.2%	4	0.0%	0	3.8%	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

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Co-op, Seventh Avenue, Tuffley, Gloucester	0.2%	4	1.8%	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
Co-op, Seymour Road, Gloucester	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
Co-op, Warden Hill, Cheltenham	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
Co-op, Windyridge Road, Wymans Brook Estate, Cheltenham	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
Iceland, High Street, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Oxbode, Gloucester	0.1%	3	0.8%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bristol Road, Gloucester	0.3%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Gloucester	0.5%	9	3.6%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Evesham Road, Bishops Cleeve	1.1%	22	0.0%	0	0.0%	0	0.0%	0	2.0%	3	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Grosvenor Terrace, Cheltenham	0.2%	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
M&S Simply Food, Ashchurch Road , Tewkesbury	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
M&S Simply Food, Kingsditch Retail Park , Cheltenham	0.2%	4	0.0%	0	0.7%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Cheltenham	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Southgate Street, Northgate St and Gloucester Quays, Gloucester	0.4%	8	1.4%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury	0.9%	17	0.0%	0	0.0%	0	0.9%	0	13.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Glevum Shopping Centre, Abbeylea, Gloucester	1.5%	30	14.0%	29	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Metz Way (Railway Triangle), Gloucester	0.2%	3	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
Morrisons, Prestbury Road, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shurdington Road, Up Hatherley, Cheltenham	1.4%	27	0.0%	0	0.0%	0	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, Barnett Way,	1.1%	22	5.7%	12	4.0%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
Barnwood, Gloucester	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Bath Road, Cheltenham	1.2%	24	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.5%	11	0.0%	0	3.1%	3	1.4%	1	0.0%	0	0.0%
Sainsbury's, Northgate Street, Gloucester	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Priors Road, Oakley, Cheltenham	1.2%	24	0.8%	2	4.5%	5	8.8%	4	0.0%	0	0.7%
Sainsbury's, St Ann Way, Gloucester Quays, Gloucester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Eastern Avenue, Gloucester	0.4%	9	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%
Tesco Express, Hewlett Road, Cheltenham	0.4%	8	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Lysons Avenue, Bristol Road, Gloucester	0.4%	7	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Mead Road, Gloucester	0.3%	6	0.8%	2	1.9%	2	0.0%	0	0.0%	0	1.6%
Tesco Express, Old Cheltenham Road, Langlevens, Gloucester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Queens Road, Cheltenham	2.0%	39	15.6%	32	6.2%	7	0.7%	0	0.0%	0	0.0%
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	2.6%	53	3.7%	7	0.0%	0	0.7%	0	0.0%	0	2.5%
Tesco Extra, Quedgeley District Centre, Bristol Road, Gloucester	1.2%	23	0.0%	0	0.0%	0	1.8%	1	17.3%	22	0.0%
Tesco Metro, Bishops Walk, Tewkesbury	0.6%	11	4.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, High Street, Cheltenham	0.8%	16	0.0%	0	13.2%	15	0.9%	0	0.0%	0	0.0%
Tesco Superstore, Cheltenham Road, Churchdown	1.6%	32	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%
Tesco Superstore, Church Road, Bishops Cleeve	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Colletts Drive, Cheltenham	1.2%	24	1.0%	2	9.7%	11	6.9%	3	1.3%	2	0.0%
Tesco Superstore, St Oswalds Road, Gloucester	1.6%	33	0.0%	0	0.7%	1	1.1%	0	0.0%	0	0.5%
Waitrose, Honeybourne											

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )									
Way, Cheltenham																				
Bishops Cleeve	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Cardiff	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0						
Cheltenham town centre	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Chepstow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0				
Cinderford	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	10	0.5%	1	0.0%	0		
Cirencester	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	21	0.0%	0	0.0%	0		
Coleford	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	15.9%	17	0.0%	0		
Dursley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2		
Evesham town centre	2.0%	40	0.0%	0	0.0%	0	0.0%	0	19.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gloucester city centre	0.8%	16	1.9%	4	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gloucester Quays (outlet centre), Gloucester	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		
Lydney	0.6%	11	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	8.8%	9	0.0%	0
Monmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Pershore	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre), Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ross on Wye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	1	0.0%	0
Stow on the Wold	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
Stratford upon Avon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon town centre	0.0%	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	0.0%	0
Tewkesbury	0.3%	6	0.0%	0	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	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%	0
Internet / delivery	1.0%	21	0.0%	0	0.0%	0	0.7%	0	1.8%	2	5.0%	10	0.0%	0	0.7%	1	0.5%	0	0.0%	0
Aldi, Brookend Street, Ross-on-Wye	0.0%	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	0.0%	0
Aldi, Cricklade Road, Cirencester	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0
Aldi, Horseshoe Lane, Thornbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Aldi, Swan Lane, Evesham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andoversford	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
Asda, King George's Way, Pershore	0.4%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	3	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Longwood Drive, Cardiff	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Naas Lane Link Road, Kingsway, Quedgeley	0.4%	9	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
Ashleworth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Badsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkeley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Berry Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bisley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakeney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )		
Bourton-on-the-Water	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
Bream	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	0.8%	1	0.0%	0
Brierley	0.0%	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	0.0%	0
Brookthorpe	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
Budgens, High Street, Moreton-in-Marsh	0.3%	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
Budgens, Lyefield Road West, Charlton Kings	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
Budgens, The Russells, Back Lane, Broadway	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Kings	0.2%	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
Chedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden	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%	0	0.0%	0	0.0%	0
Churchdown	0.1%	2	0.0%	0	1.8%	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
Co-op, Alkerton Cross, Eastington	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burford Road, Harebushes, Cirencester	0.1%	2	0.0%	0	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
Co-op, Cashes Green Road, Cainscross, Stroud	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Cheltenham	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
Co-op, Davies Road, Evesham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dockham Road, Cinderford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0
Co-op, High Street, Chipping Campden	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Gloucester	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
Co-op, High Street, Mitcheldean	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh	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
Co-op, High Street, Stonehouse	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London House, High Street, Drybrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-op, Manchester House, High Street, Newent	0.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Market Place, Fairford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Newent	0.5%	11	0.0%	0	0.0%	0	24.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newern Street, Lydney	0.4%	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	8.3%	9	0.0%	0
Co-op, Old Street,	0.1%	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	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

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Upton-on-Severn																
Co-op, Rosebery Road, Dursley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1				
Co-op, Salter Street, Berkeley	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	10				
Co-op, Slad Road, Stroud	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0				
Co-op, Station Road, Bourton-on-the-Water	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Co-op, The Marshes, Coleford	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	5.3%	5	6.8%	7	0.0%	0	
Co-op, The Square, Stow On The Wold	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, Valley Road, Cinderford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	6.1%	5	0.0%	0	0.0%	0	
Coaley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Colesbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, The Cotswold Stores, Northleach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Wheatpieces District Centre, Tewkesbury	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Court Farm Shop, Stoke Road, Stoke Orchard	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcombe	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Eastington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Ebley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Ellenden Farmshop, Evesham Road, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Fairford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1.3%	1	0.0%	0	0.0%	0	0.0%
Falfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Farmfoods, Bristol Road, Quedgeley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Coronation Square, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Eastern Avenue, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwicke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempsted	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highnam	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmleigh	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Merrywalks Shopping Centre, Stroud	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Honeybourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Hucclecote	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huntley	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Edinburgh Place, Cheltenham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
Iceland, High Street, Evesham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Parsonage Street, Dursley	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	2.7%	2
Iceland, Union Street, Cornhill, Stroud	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckhampton	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
Ledbury	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
Lidl, Broadway Road, Evesham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bulwark Road, Chepstow	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	0.8%	1	0.0%	0
Lidl, Kingshill Road, Dursley	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	10.4%	8
Lidl, Love Lane, Cirencester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parragate Road, Cinderford	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	10	1.6%	2	0.0%	0	0.0%	0
Lidl, Redbrook Road, Monmouth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Littledean	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
Londis, Folly Lane, Uplands, Stroud	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Llandogo, Monmouth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Longhope	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Lydbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Marks and Spencer, Dyer Street, Cirencester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Eastgate Street, Gloucester	0.1%	2	0.8%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Evesham Shopping Park, Evesham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Mall Cribbs Causeway, Patchway, Bristol	0.0%	0	0.0%	0	0.0%	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
Milkwall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Minchinhampton	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minsterworth	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	0.2%	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
Morrisons Local, Dyer Street, Cirencester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Eldene Drive, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Street,	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

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Nailsworth											
Morrisons, Station Road, Yate	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Morrisons, Station Street, Ross-on-Wye	0.1%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Newent	0.3%	6	0.0%	0	0.0%	0	12.7%	6	0.0%	0	0.0%
Newnham on Severn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Broad Street, Newent	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Nisa, Cirencester Road, Charlton Kings, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, High Street, Coleford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Nisa, High Street, Twynning	0.1%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%
North Nibley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Northleach	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Elmgrove Road East, Hardwicke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, High Street, Chipping Campden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
One Stop, Kingsholm Road, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Phillimore Road, Cam, Dursley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
One Stop, Salter Street, Berkeley	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%
Pendock	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Pippins, Broad Street, Newent	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Premier, High Street, Prestbury, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%
Premier, Main Street, Lydbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Premier, Matson Avenue, Gloucester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Prestbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruardean	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
Sainsbury's Local, Barton Street, Gloucester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, High Street, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Castle Street, Dursley	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%
Sainsbury's, Dudbridge, Stroud	2.8%	56	0.0%	0	0.0%	0	0.0%	0	23.8%	56	0.0%
Shell Service Station, Draycott, Cam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Shell Service Station,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%

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Westend Roundabout, Eastington											
Shurdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Siddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Cerney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Badsey Fields Lane, Evesham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	5	0.0%
Spar, Broadway Lane, South Cerney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Spar, Caernavon Court, Hatherley, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, High Street, Badsey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%
Spar, High Street, Bream	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Mark's	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staunton	0.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%
Stonehouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Stroud #096	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%
Tesco Express, Chesterton Lane, Chesterton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Tesco Express, Grange Road, Tuffley	0.1%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Street, Coleford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Tesco Express, High Street, Pershore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Tesco Express, London Road, Gloucester	0.1%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, Manchester Court, High Street, Moreton-in-Marsh	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Stratford Road, Paganhill, Stroud	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%
Tesco Metro, Farrell Close, Cirencester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Tesco Superstore, Fosse Way, Stow-on-the-Wold	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, High Street, Cam, Dursley	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Tesco Superstore, High Street, Lydney	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Midland Way, Thornbury, Bristol	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Orchard Lane, Ledbury	0.1%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%

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Tesco Superstore, Stratford Road, Stroud	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Worcester Road, Evesham	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tredworth, Gloucester	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
Tuffley, Gloucester	0.2%	4	1.8%	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
Uley	0.0%	0	0.0%	0	0.0%	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
Up Hatherley	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
Upper Rissington	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
Waitrose, Edith Walk, Great Malvern	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Wellington	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
Waitrose, London Road, Stroud	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Waitrose, Monnow Street, Monmouth	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
Waitrose, Sheep Street, Cirencester	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	16	0.0%	0	0.0%	0	0.0%	0
Warden Hill	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
Weston-super-Mare	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodmancote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wotton	0.0%	0	0.0%	0	0.0%	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
Wotton-Under-Edge	0.0%	0	0.0%	0	0.0%	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
Yorkley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
(Don't do this type of shopping)	11.9%	239	11.8%	24	14.6%	16	12.4%	6	10.1%	13	19.7%	40	3.1%	7	8.3%	9	13.5%	11	7.5%	8	5.8%	4
(Don't know / varies)	4.0%	81	4.1%	8	13.5%	15	4.2%	2	5.5%	7	0.0%	0	5.7%	13	5.6%	6	3.4%	3	0.7%	1	0.0%	0
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

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<b>Q24A Which of the following smaller shopping centres in the Cheltenham area is nearest to you? [PR]</b>												
<i>Those who live in Zones 1A, 1B, 1C, 1D or 2</i>												
Coronation Square	15.6%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road and The Suffolks	21.4%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uphatherley at Caernarvon Road / Shurdington Road	7.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixways at London Road in Charlton Kings	10.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	14.9%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch	17.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		411		0		0		0		0		0
Sample:		504		0		0		0		0		0

### Q24B Which of the following smaller shopping centres in Gloucester is nearest to you? [PR]

*Those who live in Zones 5A, 5B, 5C or 5D*

Brockworth	27.8%	140	33.6%	69	54.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley District Centre	28.6%	144	18.6%	38	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbeylea District Centre (Glevum Way)	23.9%	120	40.6%	83	8.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway	5.7%	29	2.2%	4	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.1%	71	5.0%	10	25.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		502		204		112		0		0		0		0		0		0		0
Sample:		401		100		101		0		0		0		0		0		0		0

**Mean score: [Number of visits per week]**

### Q25A How often do you use this centre (SMALLER CHELTENHAM CENTRE MENTIONED AT Q24A) for each of the following activities? [PR]

*Those who live in Zones 1A, 1B, 1C, 1D or 2*

#### Food shopping

Every day	4.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	14.4%	59	0.0%	0	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	19.6%	81	0.0%	0	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 every two weeks	5.6%	23	0.0%	0	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 month or less	19.6%	81	0.0%	0	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	24.9%	102	0.0%	0	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)	11.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.86		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		411		0		0		0		0		0		0		0		0		0
Sample:		504		0		0		0		0		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )	
<b>Non-food shopping</b>												
Every day	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	6.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	10.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	7.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	24.7%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	36.9%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:	411	0	0	0	0	0	0	0	0	0	0	0
Sample:	504	0	0	0	0	0	0	0	0	0	0	0
<b>Services (post office, bank, building society, etc)</b>												
Every day	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	8.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	5.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	16.2%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	54.1%	222	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:	411	0	0	0	0	0	0	0	0	0	0	0
Sample:	504	0	0	0	0	0	0	0	0	0	0	0
<b>Leisure activities</b>												
Every day	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	3.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	4.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	6.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	69.5%	286	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:	411	0	0	0	0	0	0	0	0	0	0	0
Sample:	504	0	0	0	0	0	0	0	0	0	0	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
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Mean score: [Number of visits per week]

**Q25B How often do you use this centre (SMALLER GLOUCESTER CENTRE MENTIONED AT Q24B) for each of the following activities? [PR]**

Those who live in Zones 5A, 5B, 5C or 5D

**Food shopping**

Every day	1.9%	10	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		
More than once a week	9.5%	48	12.9%	26	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Once a week	26.3%	132	35.8%	73	19.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Once every two weeks	6.5%	33	9.5%	19	3.1%	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%	
Once a month or less	16.0%	80	15.8%	32	14.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Never	28.4%	142	20.0%	41	47.6%	53	0.0%	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)	11.5%	58	5.0%	10	14.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Mean:		0.67		0.78		0.27		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		502		204		112		0		0		0		0		0		0		0		0		0
Sample:		401		100		101		0		0		0		0		0		0		0		0		0

**Non-food shopping**

Every day	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
More than once a week	4.4%	22	10.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	10.5%	53	12.6%	26	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	2.3%	11	2.2%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	19.9%	100	15.3%	31	13.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	50.6%	254	52.6%	108	65.1%	73	0.0%	0	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)	12.1%	61	6.6%	13	13.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.28		0.40		0.11		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		502		204		112		0		0		0		0		0		0		0		0		0
Sample:		401		100		101		0		0		0		0		0		0		0		0		0

**Services (post office, bank, building society, etc)**

Every day	0.5%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	0.5%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	6.0%	30	10.3%	21	0.0%	0	0.0%	0	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 every two weeks	1.5%	8	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	0.0%	0	0.0%	0
Once a month or less	14.1%	71	16.1%	33	7.2%	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
Never	63.8%	320	65.1%	133	78.7%	88	0.0%	0	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)	13.7%	69	6.4%	13	14.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.15		0.21		0.02		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		502		204		112		0		0		0		0		0		0		0		0		0
Sample:		401		100		101		0		0		0		0		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
<b>Leisure activities</b>											
Every day	1.0%	5	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
More than once a week	2.5%	13	4.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	3.3%	16	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Once every two weeks	2.5%	13	5.2%	11	0.7%	1	0.0%	0	0.0%	0	0.0%
Once a month or less	7.9%	40	9.1%	19	2.4%	3	0.0%	0	0.0%	0	0.0%
Never	70.4%	354	68.2%	139	82.8%	93	0.0%	0	0.0%	0	0.0%
(Don't know)	12.4%	62	6.8%	14	14.1%	16	0.0%	0	0.0%	0	0.0%
Mean:	0.19	0.35	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:	502	204	112	0	0	0	0	0	0	0	0
Sample:	401	100	101	0	0	0	0	0	0	0	0

Mean score: [Very Good = 2, Good = 2, Poor = -1, Very poor = -2]

### Q26A Overall, how do you rate the following aspects of the Centre at (SMALLER CHELTENHAM CENTRE MENTIONED AT Q24A)? [PR]

Those who live in Zones 1A, 1B, 1C, 1D or 2

#### Range and choice of non-food shops

Very Good	13.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	40.5%	167	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	13.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	9.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't Know	22.7%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:	411	0	0	0	0	0	0	0	0	0	0
Sample:	504	0	0	0	0	0	0	0	0	0	0

#### Choice and quality of supermarkets

Very Good	11.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	44.5%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	14.3%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	5.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't Know	23.8%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:	411	0	0	0	0	0	0	0	0	0	0
Sample:	504	0	0	0	0	0	0	0	0	0	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )	
<b>Choice and quality of service facilities (eg. Banks, building societies, and travel agents)</b>												
Very Good	8.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	29.9%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	14.4%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	15.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	32.1%	132	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.02		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:	411		0	0	0	0	0	0	0	0	0	0
Sample:	504		0	0	0	0	0	0	0	0	0	0
<b>Range and choice of leisure / entertainment facilities</b>												
Very Good	5.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	15.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	20.9%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	20.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	38.1%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.55		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:	411		0	0	0	0	0	0	0	0	0	0
Sample:	504		0	0	0	0	0	0	0	0	0	0
<b>Accessibility by public transport</b>												
Very Good	8.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	35.2%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	47.6%	196	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.76		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:	411		0	0	0	0	0	0	0	0	0	0
Sample:	504		0	0	0	0	0	0	0	0	0	0
<b>Accessibility by car</b>												
Very Good	17.3%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	49.6%	204	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	3.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	28.1%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.08		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:	411		0	0	0	0	0	0	0	0	0	0
Sample:	504		0	0	0	0	0	0	0	0	0	0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )												
<b>Adequacy of parking arrangements</b>																							
Very Good	12.9%	53	0.0%	0	0.0%	0	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	42.2%	173	0.0%	0	0.0%	0	0.0%	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	11.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	4.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't Know	28.8%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	0.67		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:	411		0		0		0		0		0		0		0		0		0		0		0
Sample:	504		0		0		0		0		0		0		0		0		0		0		0
<b>Quality of the environment</b>																							
Very Good	12.8%	53	0.0%	0	0.0%	0	0.0%	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	52.0%	214	0.0%	0	0.0%	0	0.0%	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	7.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	5.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't Know	22.6%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	0.77		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:	411		0		0		0		0		0		0		0		0		0		0		0
Sample:	504		0		0		0		0		0		0		0		0		0		0		0
<b>Ease of pedestrian movement around the centre</b>																							
Very Good	11.7%	48	0.0%	0	0.0%	0	0.0%	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	57.9%	238	0.0%	0	0.0%	0	0.0%	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	6.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	1.3%	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%
Don't Know	22.6%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	0.93		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:	411		0		0		0		0		0		0		0		0		0		0		0
Sample:	504		0		0		0		0		0		0		0		0		0		0		0
<b>The level of personal security and safety</b>																							
Very Good	13.5%	56	0.0%	0	0.0%	0	0.0%	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	51.5%	212	0.0%	0	0.0%	0	0.0%	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	5.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	4.6%	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	0.0%	0	0.0%	0	0.0%
Don't Know	24.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	0.84		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:	411		0		0		0		0		0		0		0		0		0		0		0
Sample:	504		0		0		0		0		0		0		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
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Mean score: [Very Good = 2, Good = 2, Poor = -1, Very poor = -2]

### Q26B Overall, how do you rate the following aspects of the Centre at (SMALLER GLOUCESTER CENTRE MENTIONED AT Q24B)? [PR]

*Those who live in Zones 5A, 5B, 5C or 5D*

#### Range and choice of non-food shops

Very Good	4.1%	21	5.6%	11	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good	34.7%	175	34.9%	71	18.8%	21	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	21.7%	109	28.2%	58	18.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Very poor	5.1%	26	10.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Don't Know	34.3%	172	20.7%	42	61.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<i>Mean:</i>		<i>0.17</i>		<i>-0.04</i>		<i>0.09</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>	
Weighted base:		502		204		112		0		0		0		0		0		0		0		0	
Sample:		401		100		101		0		0		0		0		0		0		0		0	

#### Choice and quality of supermarkets

Very Good	11.2%	56	13.0%	26	9.6%	11	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	46.7%	235	48.7%	99	30.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor	12.1%	61	20.4%	42	7.7%	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	
Very poor	0.5%	2	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	0.0%	0	
Don't Know	29.6%	149	17.2%	35	51.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<i>Mean:</i>		<i>0.80</i>		<i>0.64</i>		<i>0.88</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>	
Weighted base:		502		204		112		0		0		0		0		0		0		0		0	
Sample:		401		100		101		0		0		0		0		0		0		0		0	

#### Choice and quality of service facilities (eg. Banks, building societies, and travel agents)

Very Good	5.3%	26	10.6%	22	0.9%	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	
Good	24.1%	121	25.5%	52	13.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor	20.6%	103	31.9%	65	9.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Very poor	7.4%	37	7.4%	15	4.7%	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	
Don't Know	42.6%	214	24.5%	50	71.2%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<i>Mean:</i>		<i>-0.01</i>		<i>0.00</i>		<i>-0.11</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>	
Weighted base:		502		204		112		0		0		0		0		0		0		0		0	
Sample:		401		100		101		0		0		0		0		0		0		0		0	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )	
<b>Range and choice of leisure / entertainment facilities</b>																					
Very Good	0.8%	4	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	18.3%	92	24.9%	51	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	27.7%	139	37.6%	77	11.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	7.1%	36	5.9%	12	9.3%	10	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	46.1%	232	30.1%	62	75.5%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	-0.41		-0.31		-1.04		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:	502		204		112		0		0		0		0		0		0		0		0
Sample:	401		100		101		0		0		0		0		0		0		0		0
<b>Accessibility by public transport</b>																					
Very Good	6.7%	33	8.6%	18	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	38.9%	195	46.3%	95	16.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	4.0%	20	5.2%	11	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%
Very poor	4.2%	21	6.0%	12	4.6%	5	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	46.3%	233	33.8%	69	75.5%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	0.74		0.70		0.33		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:	502		204		112		0		0		0		0		0		0		0		0
Sample:	401		100		101		0		0		0		0		0		0		0		0
<b>Accessibility by car</b>																					
Very Good	20.6%	104	27.0%	55	8.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	49.2%	247	52.9%	108	43.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	0.9%	4	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	0.0%	0	0.0%	0	0.0%	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	29.3%	147	19.5%	40	47.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	1.27		1.32		1.14		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:	502		204		112		0		0		0		0		0		0		0		0
Sample:	401		100		101		0		0		0		0		0		0		0		0
<b>Adequacy of parking arrangements</b>																					
Very Good	13.1%	66	14.5%	30	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%
Good	48.5%	243	56.8%	116	39.8%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	5.4%	27	5.5%	11	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	1.7%	9	2.5%	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%
Don't Know	31.3%	157	20.7%	42	51.2%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	0.96		0.95		1.04		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:	502		204		112		0		0		0		0		0		0		0		0
Sample:	401		100		101		0		0		0		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley )	
<b>Quality of the environment</b>																					
Very Good	8.2%	41	15.3%	31	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	54.4%	273	56.1%	115	43.7%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	7.0%	35	9.4%	19	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	0.4%	2	0.0%	0	0.9%	1	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	30.1%	151	19.2%	39	47.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		0.90		0.96		0.94		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Weighted base:		502		204		112		0		0		0		0		0		0		0	
Sample:		401		100		101		0		0		0		0		0		0		0	
<b>Ease of pedestrian movement around the centre</b>																					
Very Good	6.1%	30	6.7%	14	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	56.6%	284	69.0%	141	33.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	4.8%	24	4.9%	10	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Very poor	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%
Don't Know	32.4%	163	19.5%	40	58.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		0.94		0.96		0.81		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Weighted base:		502		204		112		0		0		0		0		0		0		0	
Sample:		401		100		101		0		0		0		0		0		0		0	
<b>The level of personal security and safety</b>																					
Very Good	7.4%	37	8.1%	16	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good	52.9%	266	62.2%	127	36.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor	3.7%	19	3.9%	8	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%
Very poor	0.5%	3	1.2%	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%
Don't Know	35.5%	178	24.7%	50	58.7%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		0.98		0.96		0.98		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Weighted base:		502		204		112		0		0		0		0		0		0		0	
Sample:		401		100		101		0		0		0		0		0		0		0	
<b>Q27A Do you use Gloucester City Centre for shopping?</b>																					
<i>Those who live in Zones 5A, 5B, 5C or 5D</i>																					
Yes	81.1%	408	73.8%	151	92.9%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	18.9%	95	26.2%	54	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		502		204		112		0		0		0		0		0		0		0	
Sample:		401		100		101		0		0		0		0		0		0		0	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
<b>Q27B Why do you not use Gloucester City Centre for shopping? [MR]</b>											
<i>Those who don't use Gloucester City Centre for shopping at Q27A</i>											
Enough choice in the local Quedgeley area	5.5%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Not easy to get to	9.7%	9	12.4%	7	12.2%	1	0.0%	0	0.0%	0	0.0%
Not enough choice	21.6%	21	24.7%	13	36.5%	3	0.0%	0	0.0%	0	0.0%
Prefer other town centres	39.8%	38	47.8%	26	51.3%	4	0.0%	0	0.0%	0	0.0%
Too far away	4.2%	4	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%
Other	9.6%	9	10.9%	6	9.5%	1	0.0%	0	0.0%	0	0.0%
Difficult / expensive parking	5.8%	5	3.0%	2	9.5%	1	0.0%	0	0.0%	0	0.0%
No reason to go there	8.0%	8	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Not a nice place / don't like it	4.6%	4	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Too old / ill	3.4%	3	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		95		54		8		0		0	
Sample:		77		28		8		0		0	

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
<b>Q28A Where do you normally go for leisure and evening entertainment?</b>											
<i>Those who live in Zones 5A, 5B, 5C or 5D</i>											
Bristol City Centre	2.9%	14	1.2%	3	1.8%	2	0.0%	0	0.0%	0	0.0%
Cardiff City Centre	0.9%	4	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham Town Centre	14.9%	75	20.2%	41	19.3%	22	0.0%	0	0.0%	0	0.0%
Gloucester City Centre (if cited ask whether Gloucester Quays or not)	15.7%	79	16.0%	33	15.0%	17	0.0%	0	0.0%	0	0.0%
Gloucester Quays	25.4%	128	21.4%	44	21.3%	24	0.0%	0	0.0%	0	0.0%
Hereford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quedgeley	1.8%	9	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbeymead	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Barnwood	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadoak	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Brockworth	0.7%	4	0.6%	1	2.1%	2	0.0%	0	0.0%	0	0.0%
Cam	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchdown	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%
Dursley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Evesham	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hardwicke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hucclecote	0.7%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Longlevens	1.3%	6	1.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%
Malvern	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Painswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saul	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Stroud	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tewkesbury	0.8%	4	1.0%	2	1.7%	2	0.0%	0	0.0%	0	0.0%
Tredworth	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upton St Leonards	1.1%	5	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	6.4%	32	5.6%	12	5.4%	6	0.0%	0	0.0%	0	0.0%
(NEVER do leisure or evening entertainment)	23.8%	119	23.1%	47	26.7%	30	0.0%	0	0.0%	0	0.0%
Weighted base:	502	204	112	0	0	0	0	0	0	0	0
Sample:	401	100	101	0	0	0	0	0	0	0	0
<b>Q28B Do you ever use Gloucester City Centre for leisure and evening entertainment?</b>											
<i>Those who live in Zones 5A, 5B, 5C or 5D excluding those who said 'Gloucester City Centre' or '(NEVER do leisure or evening entertainment)' at Q28A</i>											
Yes	35.2%	107	42.5%	53	32.0%	21	0.0%	0	0.0%	0	0.0%
No	64.8%	197	57.5%	71	68.0%	44	0.0%	0	0.0%	0	0.0%
Weighted base:	304	124	65	0	0	0	0	0	0	0	0
Sample:	222	55	56	0	0	0	0	0	0	0	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )	
<b>Q29 Why do you not use Gloucester City Centre for leisure and evening entertainment? [MR]</b>												
<i>Those who don't use Gloucester City Centre for leisure or evening entertainment at Q28B</i>												
Enough choice in the local Quedgeley area	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not easy to get to	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough choice	17.4%	34	8.1%	6	38.2%	17	0.0%	0	0.0%	0	0.0%	0
Prefer other town centres	20.2%	40	21.9%	16	27.1%	12	0.0%	0	0.0%	0	0.0%	0
Too far away	2.9%	6	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Other	2.6%	5	1.8%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
No particular reason	14.6%	29	15.3%	11	9.2%	4	0.0%	0	0.0%	0	0.0%	0
Difficult parking	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't feel safe there / anti-social behaviour	10.8%	21	12.2%	9	11.0%	5	0.0%	0	0.0%	0	0.0%	0
I don't go out in the evening	2.4%	5	2.8%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0
I'm too old / disabled	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's more for young people	6.4%	13	12.2%	9	3.9%	2	0.0%	0	0.0%	0	0.0%	0
It's not an attractive place to visit	5.5%	11	11.7%	8	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Lack of leisure facilities	2.7%	5	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing appeals to me there	8.3%	16	5.4%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0
The Quays is better	4.2%	8	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.3%	5	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		197		71		44		0		0		0
Sample:		154		38		36		0		0		0

**Q30 When you go to Gloucester City Centre for ANY reason, how do you usually travel?**
*Those who live in Zones 5A, 5B, 5C or 5D*

Car / van (as driver)	51.0%	256	49.6%	101	55.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car / van (as passenger)	7.2%	36	7.4%	15	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.8%	49	0.0%	0	7.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	23.8%	119	35.8%	73	24.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.1%	6	2.0%	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
Cycle	1.0%	5	0.0%	0	3.3%	4	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	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	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	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	0.0%	0
Never visit Gloucester City Centre	2.3%	12	3.4%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	19	1.8%	4	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		502		204		112		0		0		0		0		0		0		0
Sample:		401		100		101		0		0		0		0		0		0		0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )									
<b>Q31 Why is this your preferred way to travel? [MR]</b>																				
<i>Those who chose a method of transport at Q30</i>																				
Fastest way to get there	15.4%	72	5.0%	10	16.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I don't drive so I get a taxi so I can carry my shopping in it	0.9%	4	0.7%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I don't drive so I use public transport	6.9%	33	13.4%	26	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get taken there (I'm a passenger so I have no say)	1.4%	6	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like driving	1.4%	7	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like using the Park and Ride	0.2%	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	0.0%	0
I like walking	0.8%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's only a short distance away so I don't mind walking	5.7%	27	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Most convenient way to get there	40.2%	190	52.8%	102	44.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
So I can put my shopping in the boot	0.8%	4	0.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
You can't get public transport there so you have to use your car	3.3%	15	1.1%	2	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.4%	7	1.9%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't have to park	1.5%	7	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Going by car allows us to all go as a family	2.0%	9	2.0%	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
I have a bus pass / free travel	4.3%	20	7.3%	14	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I'm / partner is disabled / can't walk far so prefer going by car	1.9%	9	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It allows me to have a drink	3.6%	17	1.7%	3	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelling by car is the safest way to travel	1.8%	8	1.9%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelling by foot / cycle keeps me fit	0.6%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using the car is cheaper than public transport	1.5%	7	0.8%	2	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking / cycling is free	0.7%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.5%	21	6.9%	13	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		472		194		106		0		0		0		0		0		0		0
Sample:		368		93		95		0		0		0		0		0		0		0



# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
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**Q32 What would encourage you to visit Gloucester City Centre more often? [MR]***Those who live in Zones 5A, 5B, 5C or 5D*

Nothing	34.2%	172	25.4%	52	44.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport facilities	0.9%	4	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of leisure facilities	7.0%	35	10.6%	22	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of shops	21.2%	107	25.8%	53	15.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better restaurants/bars	5.0%	25	6.5%	13	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of environment	7.9%	40	4.8%	10	14.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower priced parking	1.3%	6	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More brand names	4.1%	20	6.4%	13	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More convenient parking	2.7%	13	2.0%	4	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	3.1%	16	2.5%	5	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safer / better personal security	2.5%	13	4.5%	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
Safer car parks in the evening	0.5%	3	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
Other	6.5%	32	6.8%	14	8.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A theatre	1.5%	8	0.6%	1	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops / less cheap shops	3.1%	15	5.7%	12	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	1.9%	9	1.9%	4	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.7%	14	4.2%	9	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free 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%	0	0.0%	0
More buses	0.7%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events / entertainment	4.5%	23	9.0%	18	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More music / live venues	1.6%	8	0.6%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Revamp / refurbish it (Don't know)	1.8%	9	1.6%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		502		204		112		0		0		0		0		0		0		0
Sample:		401		100		101		0		0		0		0		0		0		0

**GEN Gender of respondent**

Male	36.4%	732	33.1%	68	33.4%	38	33.3%	15	29.3%	37	43.4%	88	37.1%	87	34.9%	37	28.2%	24	40.6%	44	29.4%	22
Female	63.6%	1278	66.9%	137	66.6%	75	66.7%	30	70.7%	89	56.6%	114	62.9%	147	65.1%	68	71.8%	61	59.4%	64	70.6%	53
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>AGE Could I ask how old you are?</b>																						
18 – 24 years	6.9%	138	4.2%	9	4.7%	5	4.7%	2	4.4%	6	7.7%	16	0.0%	0	9.1%	10	3.7%	3	14.4%	16	12.7%	10
25 – 34 years	11.4%	230	12.7%	26	9.3%	10	4.7%	2	4.4%	6	15.5%	31	15.8%	37	9.1%	10	22.0%	19	14.4%	16	0.0%	0
35 – 44 years	18.0%	362	17.1%	35	10.5%	12	16.9%	8	22.0%	28	20.9%	42	24.9%	58	10.2%	11	18.1%	15	19.5%	21	22.9%	17
45 – 54 years	18.6%	373	19.8%	40	16.5%	19	19.3%	9	17.5%	22	11.6%	23	29.6%	69	25.5%	27	12.3%	10	15.5%	17	23.0%	17
55 – 64 years	18.4%	370	17.3%	35	21.2%	24	19.2%	9	21.2%	27	18.5%	37	15.3%	36	13.4%	14	24.2%	20	13.9%	15	17.4%	13
65+ years	24.4%	489	24.7%	50	34.5%	39	32.8%	15	27.2%	34	25.9%	52	14.4%	34	30.4%	32	17.1%	14	20.5%	22	22.9%	17
(Refused)	2.3%	47	4.1%	8	3.4%	4	2.3%	1	3.2%	4	0.0%	0	0.0%	0	2.2%	2	2.6%	2	1.7%	2	1.0%	1
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

**PEO How many people live in your household, including yourself?**

One	15.5%	312	20.7%	42	17.7%	20	16.8%	7	18.0%	23	11.9%	24	12.3%	29	10.4%	11	9.6%	8	21.4%	23	14.8%	11
Two	33.0%	663	31.5%	64	39.2%	44	35.7%	16	36.5%	46	32.4%	65	23.4%	55	35.0%	37	33.1%	28	27.4%	29	28.8%	22
Three	17.1%	344	14.4%	29	20.3%	23	14.1%	6	11.1%	14	10.2%	21	21.5%	50	25.6%	27	15.0%	13	24.9%	27	17.6%	13
Four	21.3%	428	21.1%	43	14.3%	16	15.3%	7	22.4%	28	23.7%	48	30.5%	71	12.5%	13	23.5%	20	14.7%	16	22.2%	17
Five	8.1%	162	1.8%	4	0.9%	1	10.2%	5	10.5%	13	16.7%	34	7.4%	17	10.8%	11	14.9%	13	11.7%	13	13.5%	10
Six or more	2.6%	52	5.7%	12	0.7%	1	6.8%	3	0.8%	1	4.6%	9	4.0%	9	4.6%	5	1.4%	1	0.0%	0	0.8%	1
(Refused)	2.4%	47	4.9%	10	6.9%	8	1.1%	1	0.6%	1	0.6%	1	0.9%	2	1.1%	1	2.6%	2	0.0%	0	2.4%	2
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

**CAR How many cars do you have access to in your household?**

None	8.0%	160	13.5%	27	6.2%	7	6.8%	3	13.2%	17	4.7%	9	4.1%	10	4.5%	5	4.9%	4	7.7%	8	7.7%	6
One	36.3%	729	36.6%	75	30.8%	35	33.5%	15	30.8%	39	41.3%	84	35.3%	83	37.0%	39	34.3%	29	35.3%	38	25.8%	20
Two	37.2%	747	28.3%	58	37.2%	42	34.9%	16	43.5%	55	40.7%	82	44.0%	103	30.1%	31	45.7%	39	40.3%	43	37.2%	28
Three or more	15.9%	320	13.2%	27	22.9%	26	19.3%	9	11.8%	15	12.7%	26	15.7%	37	28.4%	30	11.1%	9	16.7%	18	26.8%	20
(Refused)	2.6%	53	8.5%	17	2.9%	3	5.4%	2	0.6%	1	0.6%	1	0.9%	2	0.0%	0	4.0%	3	0.0%	0	2.4%	2
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
<b>ZON Zone</b>																						
Zone 1A (Cheltenham NE)	4.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 1B (Cheltenham NW)	6.3%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 1C (Cheltenham SE)	2.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 1D (Cheltenham SW)	5.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 2 (Bishops Cleeve)	2.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 3A (Cotswolds North)	3.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 3B (Winchcombe)	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 4 (Cotswolds South)	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 5A (Gloucester Central)	5.4%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 5B (Gloucester South)	3.9%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 5C (Gloucester East)	10.2%	204	100.0%	204	0.0%	0	0.0%	0	0.0%	0	0.0%											
Zone 5D (Gloucester North)	5.6%	112	0.0%	0	100.0%	112	0.0%	0	0.0%	0	0.0%											
Zone 6 (Forest North)	2.2%	45	0.0%	0	0.0%	0	100.0%	45	0.0%	0	0.0%											
Zone 7 (Tewkesbury)	6.3%	126	0.0%	0	0.0%	0	0.0%	0	100.0%	126	0.0%											
Zone 8 (Evesham)	10.1%	202	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%											
Zone 9 (Stroud)	11.6%	234	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%											
Zone 10 (Cirencester)	5.2%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%											
Zone 11 (Forest Central)	4.2%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%											
Zone 12 (Forest South)	5.4%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%											
Zone 13 (Cam/Dursley)	3.8%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%											
Weighted base:		2009		204		112		45		126		202		234		105		85		107		76
Sample:		2008		100		101		100		100		101		100		100		100		101		100

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

PC Postcode Sector	Total	Zone 5C (Gloucester East)		Zone 5D (Gloucester North)		Zone 6 (Forest North)		Zone 7 (Tewkesbury)		Zone 8 (Evesham)		Zone 9 (Stroud)		Zone 10 (Cirencester)		Zone 11 (Forest Central)		Zone 12 (Forest South)		Zone 13 (Cam/Dursley)		
GL1 1	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
GL1 2	0.3%	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
GL1 3	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL1 4	1.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL1 5	2.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL102	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL103	2.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL114	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	16
GL115	0.9%	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	0.0%	0	24.6%	19
GL116	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	10
GL139	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.9%	32
GL141	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
GL142	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	16	0.0%	0	0.0%	0	0.0%	0
GL143	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	13	0.0%	0	0.0%	0
GL154	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	14	0.0%	0
GL155	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	34	0.0%	0
GL156	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	20	0.0%	0
GL167	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	24	0.0%	0
GL168	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	15	0.0%	0
GL170	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	21	0.0%	0	0.0%	0
GL179	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	31	0.0%	0	0.0%	0
GL181	1.4%	29	0.0%	0	0.0%	0	65.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL182	0.3%	5	0.0%	0	0.0%	0	11.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL193	0.5%	10	0.0%	0	0.0%	0	23.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL194	0.7%	14	0.0%	0	0.0%	0	0.0%	0	10.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL2 0	1.9%	37	0.0%	0	33.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL2 2	0.4%	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
GL2 3	0.3%	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
GL2 4	2.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL2 5	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL2 7	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL2 8	0.7%	14	0.0%	0	12.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL2 9	1.2%	24	0.0%	0	21.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL205	1.0%	20	0.0%	0	0.0%	0	0.0%	0	15.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL206	0.3%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL207	1.2%	23	0.0%	0	0.0%	0	0.0%	0	18.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL208	2.5%	51	0.0%	0	0.0%	0	0.0%	0	40.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL3 1	0.6%	13	0.0%	0	11.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL3 2	1.2%	24	0.0%	0	21.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL3 3	2.1%	42	20.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL3 4	1.0%	20	9.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL4 0	2.0%	41	19.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL4 3	0.2%	4	1.8%	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
GL4 4	0.8%	16	8.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL4 5	1.6%	32	15.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )											
GL4 6	2.2%	43	21.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL4 8	0.4%	7	3.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL5 1	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL5 2	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL5 3	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL5 4	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL5 5	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL502	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL503	0.3%	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
GL504	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL510	1.8%	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%	0	0.0%	0
GL513	1.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL514	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
GL516	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL517	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL518	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL519	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL522	0.4%	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
GL523	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL525	1.3%	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	0.0%	0
GL526	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL527	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL528	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL529	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL530	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL537	0.5%	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
GL538	1.3%	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	0.0%	0
GL539	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL541	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
GL542	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL543	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL544	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL545	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL556	0.6%	12	0.0%	0	0.0%	0	0.0%	0	5.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL560	1.3%	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	0.0%	0
GL569	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
GL6 0	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL6 6	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL6 7	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL6 8	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL6 9	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL7 1	2.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL7 2	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL7 5	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL7 6	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GL7 7	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WR101	0.9%	18	0.0%	0	0.0%	0	0.0%	0	9.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

September 2015

	Total	Zone 5C (Gloucester East)	Zone 5D (Gloucester North)	Zone 6 (Forest North)	Zone 7 (Tewkesbury)	Zone 8 (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South)	Zone 13 (Cam/Dursley )
WR103	0.7% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	6.9% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WR111	1.0% 20	0.0% 0	0.0% 0	0.0% 0	0.0% 0	9.8% 20	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WR112	2.3% 46	0.0% 0	0.0% 0	0.0% 0	0.0% 0	22.9% 46	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WR113	0.8% 16	0.0% 0	0.0% 0	0.0% 0	0.0% 0	8.1% 16	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WR114	0.4% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.3% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WR117	1.5% 30	0.0% 0	0.0% 0	0.0% 0	0.0% 0	14.8% 30	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WR118	1.3% 26	0.0% 0	0.0% 0	0.0% 0	0.0% 0	13.1% 26	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WR127	0.5% 11	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.4% 11	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WR8 0	0.5% 9	0.0% 0	0.0% 0	0.0% 0	7.3% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WR8 9	0.2% 4	0.0% 0	0.0% 0	0.0% 0	2.8% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	2009	204	112	45	126	202	234	105	85	107	76
Sample:	2008	100	101	100	100	101	100	100	100	101	100

## **Appendix 4: Retail Capacity Tables Comparison Goods**

## Cheltenham, Gloucester and Tewkesbury Retail Study 2015 Update

**Table 1 - Population**

<b>Zone</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2021</b>	<b>2026</b>	<b>2031</b>	<b>2036</b>
1a	28062	28268	28471	28683	28889	29096	29692	30679	31621	32592
1b	39917	40205	40491	40786	41079	41372	42198	43546	44814	46119
1c	15283	15391	15498	15609	15716	15825	16133	16642	17139	17651
1d	32853	33093	33331	33572	33810	34049	34738	35865	36947	38062
2	15246	15396	15547	15704	15854	16003	16450	17134	17702	18289
3a	21411	21475	21547	21622	21699	21778	22033	22506	22957	23417
3b	7252	7316	7382	7450	7516	7583	7784	8094	8342	8598
4	9935	9996	10055	10117	10175	10234	10405	10695	10962	11236
5a	36045	36393	36734	37091	37440	37779	38750	40220	41525	42872
5b	27234	27476	27721	27985	28238	28486	29201	30336	31337	32371
5c	64758	65366	65976	66597	67213	67819	69562	72226	74516	76879
5d	35535	35882	36227	36589	36936	37279	38299	39878	41289	42750
6	13977	14028	14078	14128	14178	14229	14387	14656	14898	15144
7	39958	40249	40549	40865	41172	41483	42426	43877	45108	46374
8	65498	65722	65967	66237	66496	66773	67650	69047	70259	71492
9	74566	74957	75380	75844	76321	76809	78332	80862	83049	85295
10	34453	34559	34678	34817	34955	35094	35542	36371	37187	38021
11	27071	27167	27262	27358	27454	27553	27864	28408	28852	29303
12	34518	34639	34756	34879	34998	35124	35534	36256	36828	37409
13	23943	24066	24199	24336	24476	24622	25080	25836	26487	27154
<b>Total</b>	<b>647515</b>	<b>651644</b>	<b>655849</b>	<b>660269</b>	<b>664615</b>	<b>668990</b>	<b>682060</b>	<b>703134</b>	<b>721819</b>	<b>741027</b>

Source

2015 Experian Population and Expenditure Data



Cheltenham, Gloucester and Tewkesbury Retail Study -2015 Update

Table 2a Expenditure per head - convenience goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	2276	2260	2219	2215	2217	2224	2230	2242	2253	2264
1b	1995	1981	1945	1941	1943	1949	1955	1965	1975	1985
1c	2318	2302	2260	2256	2258	2265	2272	2283	2294	2306
1d	2259	2243	2203	2198	2201	2207	2214	2225	2236	2247
2	2283	2267	2226	2222	2224	2231	2237	2249	2260	2271
3a	2442	2425	2381	2376	2379	2386	2393	2405	2417	2429
3b	2526	2508	2463	2458	2461	2468	2475	2488	2500	2513
4	2542	2524	2479	2474	2476	2484	2491	2504	2516	2529
5a	1852	1839	1806	1802	1804	1810	1815	1824	1833	1842
5b	1960	1946	1911	1907	1909	1915	1921	1930	1940	1950
5c	2065	2051	2014	2010	2012	2018	2024	2034	2044	2054
5d	2287	2271	2230	2226	2228	2235	2241	2253	2264	2275
6	2314	2298	2256	2252	2254	2261	2268	2279	2291	2302
7	2300	2284	2243	2238	2241	2247	2254	2265	2277	2288
8	2168	2153	2114	2110	2112	2118	2125	2135	2146	2157
9	2268	2252	2212	2207	2209	2216	2223	2234	2245	2256
10	2332	2316	2274	2269	2272	2279	2285	2297	2308	2320
11	2149	2134	2096	2091	2093	2100	2106	2117	2127	2138
12	2159	2144	2105	2101	2103	2109	2116	2126	2137	2148
13	2272	2256	2215	2211	2213	2220	2227	2238	2249	2260

Table 2b Expenditure per head - comparison goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	3740	3897	4111	4329	4468	4597	5024	5869	6870	8042
1b	2978	3103	3274	3447	3558	3661	4000	4673	5471	6404
1c	3995	4163	4392	4625	4772	4911	5366	6269	7339	8591
1d	3824	3985	4204	4427	4568	4701	5137	6001	7025	8223
2	3741	3898	4113	4330	4469	4599	5025	5871	6872	8044
3a	3981	4148	4376	4608	4756	4894	5347	6247	7313	8561
3b	4204	4381	4621	4866	5022	5168	5647	6597	7723	9040
4	4344	4526	4775	5028	5189	5340	5835	6817	7980	9341
5a	2641	2752	2903	3057	3155	3246	3548	4145	4852	5679
5b	3020	3147	3320	3496	3608	3712	4057	4739	5548	6494
5c	3120	3251	3430	3612	3727	3835	4191	4896	5731	6709
5d	3735	3892	4106	4324	4462	4591	5017	5861	6861	8032
6	3792	3951	4169	4390	4530	4661	5094	5951	6966	8154
7	3556	3705	3909	4116	4248	4371	4777	5580	6532	7647
8	3161	3294	3475	3659	3776	3886	4246	4961	5807	6797
9	3665	3819	4029	4243	4378	4505	4923	5752	6733	7881
10	3783	3942	4159	4379	4519	4650	5081	5937	6949	8135
11	3271	3408	3596	3786	3908	4021	4394	5133	6009	7034
12	3322	3462	3652	3845	3969	4084	4462	5213	6103	7143
13	3638	3791	3999	4211	4346	4472	4887	5709	6683	7823

Table 3a Expenditure per head - Clothing and Footwear

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	1061	1106	1166	1228	1267	1304	1425	1665	1949	2282
1b	841	876	925	974	1005	1034	1130	1320	1545	1808
1c	1127	1174	1239	1305	1346	1385	1514	1769	2070	2423
1d	1079	1124	1186	1249	1289	1326	1449	1693	1982	2320
2	1047	1091	1151	1212	1251	1287	1406	1643	1923	2251
3a	1059	1103	1164	1226	1265	1302	1422	1662	1945	2277
3b	1119	1166	1230	1295	1337	1376	1503	1756	2056	2406
4	1,209	1260	1329	1400	1444	1486	1624	1897	2221	2600
5a	778	811	855	901	929	956	1045	1221	1429	1673
5b	861	897	947	997	1029	1058	1157	1351	1582	1851
5c	860	896	945	996	1027	1057	1155	1350	1580	1849
5d	1034	1077	1137	1197	1235	1271	1389	1623	1899	2223
6	987	1028	1085	1143	1179	1213	1326	1549	1813	2122
7	977	1018	1074	1131	1167	1201	1312	1533	1795	2101
8	878	915	965	1016	1049	1079	1179	1378	1613	1888
9	989	1031	1087	1145	1181	1216	1328	1552	1817	2127
10	1056	1100	1161	1222	1262	1298	1418	1657	1940	2271
11	864	900	950	1000	1032	1062	1161	1356	1587	1858
12	882	919	970	1021	1054	1084	1185	1384	1620	1897
13	1000	1042	1099	1158	1195	1229	1343	1569	1837	2150

Table 3b Expenditure per head - Books/CDs

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	230	240	253	266	275	283	309	361	423	495
1b	172	179	189	199	205	211	231	270	316	370
1c	246	256	270	285	294	302	330	386	452	529
1d	230	240	253	266	275	283	309	361	423	495
2	215	224	236	249	257	264	289	337	395	464
3a	233	243	256	270	278	286	313	366	428	501
3b	253	264	278	293	302	311	340	397	465	544
4	262	273	288	303	313	322	352	411	481	563
5a	152	158	167	176	182	187	204	239	279	327
5b	166	173	182	192	198	204	223	261	305	357
5c	176	183	193	204	210	216	236	276	323	378
5d	211	220	232	244	252	259	283	331	388	454
6	219	228	241	254	262	269	294	344	402	471
7	202	210	222	234	241	248	271	317	371	434
8	172	179	189	199	205	211	231	270	316	370
9	212	221	233	245	253	261	285	333	389	456
10	222	231	244	257	265	273	298	348	408	477
11	185	193	203	214	221	227	249	290	340	398
12	188	196	207	218	225	231	253	295	345	404
13	210	219	231	243	251	258	282	330	386	452

Table 3c Expenditure per head - Small Household Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	566	590	622	655	676	696	760	888	1040	1217
1b	417	435	458	483	498	513	560	654	766	897
1c	623	649	685	721	744	766	837	978	1144	1340
1d	587	612	645	679	701	722	788	921	1078	1262
2	560	584	616	648	669	688	752	879	1029	1204
3a	603	628	663	698	720	741	810	946	1108	1297
3b	637	664	700	737	761	783	856	1000	1170	1370
4	650	677	715	752	777	799	873	1020	1194	1398
5a	343	357	377	397	410	427	461	538	630	738
5b	423	441	465	490	505	520	568	664	777	910
5c	448	467	492	519	535	551	602	703	823	963
5d	561	585	617	649	670	690	754	880	1031	1206
6	579	603	637	670	692	712	778	909	1064	1245
7	496	517	545	574	593	610	666	778	911	1067
8	424	461	466	491	507	521	570	665	779	912
9	543	566	597	629	649	667	729	852	997	1168
10	567	591	623	656	677	697	762	890	1042	1219
11	489	510	538	566	584	601	657	767	898	1052
12	497	518	546	575	594	611	668	780	913	1069
13	541	564	595	626	646	665	727	849	994	1163

Table 3e Expenditure per head - Chemist Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	145	151	159	168	173	178	195	228	267	313
1b	98	102	108	113	117	120	132	154	181	212
1c	162	169	178	188	194	199	218	255	300	350
1d	155	162	170	179	185	191	208	244	286	335
2	157	164	173	182	188	193	211	247	290	339
3a	163	170	179	189	195	200	219	257	301	352
3b	173	180	190	200	207	213	232	273	319	373
4	183	191	201	212	219	225	246	288	337	395
5a	87	91	96	101	104	107	117	137	160	188
5b	102	106	111	116	120	123	135	160	188	219
5c	118	123	130	137	141	145	159	186	218	255
5d	147	153	162	170	176	181	197	232	271	317
6	157	164	173	182	188	193	211	247	290	339
7	127	132	140	147	152	156	171	200	234	274
8	107	111	118	124	128	132	144	169	197	231
9	145	151	159	168	173	178	195	228	267	313
10	152	158	167	176	182	187	204	239	280	328
11	134	140	147	154	160	165	180	211	247	289
12	139	145	153	161	166	171	187	219	256	300
13	143	149	157	166	171	176	192	225	264	309

Table 3g Expenditure per head - Small Electrical Appliances

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	636	663	699	736	760	782	854	998	1168	1368
1b	510	531	561	590	609	627	685	800	937	1097
1c	680	709	748	787	812	836	913	1067	1249	1462
1d	656	684	721	759	784	806	881	1029	1205	1411
2	621	647	683	719	743	763	834	975	1141	1335
3a	627	653	689	725	749	771	842	984	1152	1348
3b	666	694	732	771	796	819	895	1045	1223	1432
4	692	721	761	801	827	851	930	1086	1271	1488
5a	462	481	508	535	552	568	621	725	849	993
5b	491	512	540	568	587	604	660	771	902	1056
5c	525	547	577	608	627	645	705	824	964	1129
5d	610	636	671	706	729	750	819	957	1121	1312
6	598	623	659	696	714	735	803	938	1099	1286
7	596	621	655	690	712	733	801	935	1095	1282
8	555	578	610	642	663	682	746	871	1020	1193
9	592	617	651	685	707	728	795	929	1088	1273
10	613	639	674	710	732	754	823	962	1126	1318
11	532	554	585	616	636	654	715	835	977	1144
12	544	567	598	630	650	669	731	854	999	1170
13	598	623	657	692	714	735	803	938	1099	1286

Table 3i Expenditure per head - Furniture, Carpets and Floorcoverings

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	297	309	326	344	355	365	399	466	546	639
1b	246	256	270	285	294	302	330	386	452	529
1c	305	318	335	353	364	375	410	479	560	656
1d	320	333	352	370	382	393	430	502	588	688
2	310	323	341	359	370	381	416	486	569	667
3a	345	359	379	399	412	424	463	541	634	742
3b	363	378	399	420	434	446	488	570	667	781
4	351	366	386	406	419	431	471	551	645	755
5a	207	216	228	240	247	254	278	325	380	445
5b	263	274	289	304	314	323	353	413	483	566
5c	271	282	298	314	324	333	364	425	498	583
5d	330	344	363	382	394	406	443	518	606	710
6	340	354	374	394	406	418	457	534	625	731
7	325	339	357	376	388	400	437	510	597	699
8	304	317	335	352	363	374	408	477	568	654
9	316	329	347	366	377	388	424	496	580	680
10	305	318	335	353	364	375	410	479	560	656
11	281	293	309	325	336	345	377	441		

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Table 4a Total Expenditure - Convenience Goods £m

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	63.87	63.89	63.19	63.53	64.05	64.70	66.23	68.77	71.24	73.79
1b	79.63	79.65	78.77	79.19	79.83	80.64	82.50	85.56	88.50	91.53
1c	35.43	35.43	35.03	35.21	35.49	35.84	36.65	37.99	39.32	40.70
1d	74.21	74.23	73.42	73.80	74.40	75.15	76.90	79.80	82.62	85.53
2	34.81	34.90	34.61	34.89	35.26	35.70	36.80	38.53	40.00	41.54
3a	52.29	52.07	51.31	51.38	51.62	51.96	52.73	54.13	55.49	56.89
3b	18.32	18.35	18.18	18.31	18.49	18.72	19.27	20.14	20.86	21.60
4	25.25	25.23	24.92	25.03	25.20	25.42	25.92	26.78	27.58	28.41
5a	66.76	66.93	66.34	66.85	67.55	68.36	70.33	73.36	76.12	78.99
5b	53.38	53.48	52.98	53.38	53.92	54.55	56.09	58.56	60.80	63.12
5c	133.73	134.04	132.85	133.83	135.21	136.84	140.77	146.90	152.31	157.93
5d	81.27	81.49	80.79	81.43	82.29	83.30	85.84	89.83	93.47	97.26
6	32.34	32.23	31.77	31.82	31.96	32.17	32.63	33.40	34.12	34.86
7	91.90	91.92	90.94	91.47	92.25	93.22	95.63	99.39	102.70	106.11
8	142.00	141.49	139.46	139.75	140.44	141.44	143.73	147.44	150.78	154.19
9	169.12	168.81	166.71	167.40	168.62	170.21	174.10	180.63	186.44	192.45
10	80.34	80.03	78.86	79.02	79.41	79.96	81.23	83.54	85.84	88.21
11	58.18	57.97	57.13	57.22	57.47	57.85	58.68	60.13	61.37	62.65
12	74.52	74.26	73.17	73.28	73.61	74.09	75.18	77.10	78.70	80.35
13	54.40	54.30	53.61	53.81	54.17	54.66	55.84	57.81	59.57	61.37
<b>Total</b>	<b>1421.74</b>	<b>1420.70</b>	<b>1404.05</b>	<b>1410.60</b>	<b>1421.23</b>	<b>1434.81</b>	<b>1467.06</b>	<b>1519.78</b>	<b>1567.84</b>	<b>1617.47</b>

Table 4b Total Expenditure - All Comparison Goods £m

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	104.95	110.16	117.06	124.18	129.07	133.77	149.16	180.06	217.25	262.11
1b	118.87	124.76	132.56	140.60	146.14	151.45	168.80	203.51	245.16	295.33
1c	61.06	64.07	68.06	72.18	75.00	77.71	86.57	104.34	125.78	151.63
1d	125.63	131.86	140.12	148.61	154.45	160.05	178.43	215.23	259.54	312.98
2	57.04	60.02	63.94	68.01	70.85	73.59	82.66	100.59	121.65	147.12
3a	85.24	89.08	94.30	99.64	103.20	106.57	117.82	140.61	167.89	200.46
3b	30.49	32.05	34.12	36.25	37.75	39.19	43.96	53.40	64.42	77.72
4	43.16	45.25	48.02	50.87	52.80	54.65	60.71	72.91	87.48	104.95
5a	95.19	100.15	106.65	113.39	118.12	122.65	137.47	166.69	201.46	243.47
5b	82.25	86.46	92.03	97.83	101.88	105.75	118.46	143.77	173.85	210.22
5c	202.04	212.51	226.29	240.52	250.52	260.11	291.53	353.64	427.08	515.78
5d	132.72	139.65	148.75	158.19	164.80	171.16	192.15	233.74	283.29	343.35
6	53.00	55.43	58.69	62.02	64.23	66.33	73.28	87.22	103.78	123.49
7	142.09	149.14	158.51	168.21	174.90	181.33	202.65	244.86	294.66	354.60
8	207.04	216.47	229.23	242.37	251.10	259.46	287.24	342.52	407.98	485.95
9	273.28	286.26	303.70	321.77	334.15	346.04	385.63	465.08	559.14	672.21
10	130.34	136.23	144.22	152.47	157.97	163.20	180.61	215.92	258.43	309.29
11	88.55	92.60	98.03	103.59	107.28	110.79	122.43	145.83	173.37	206.11
12	114.67	119.90	126.93	134.13	138.89	143.43	158.56	189.01	224.74	267.23
13	87.10	91.23	96.78	102.49	106.37	110.11	122.56	147.50	177.01	212.43
<b>Total</b>	<b>2234.71</b>	<b>2343.26</b>	<b>2487.95</b>	<b>2637.32</b>	<b>2739.48</b>	<b>2837.34</b>	<b>3160.68</b>	<b>3806.42</b>	<b>4573.96</b>	<b>5496.46</b>

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Table 5a Expenditure - Clothing and Footwear

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	29.77	31.25	33.21	35.23	36.62	37.95	42.32	51.08	61.63	74.36
1b	37.72	35.23	37.43	39.71	41.27	42.77	47.67	57.47	69.23	83.40
1c	17.22	18.07	19.20	20.36	21.16	21.92	24.42	29.43	35.48	42.78
1d	35.45	37.54	39.63	41.72	42.94	44.16	48.94	59.33	71.25	85.31
2	15.96	16.80	17.89	19.03	19.83	20.60	23.13	28.15	34.05	41.18
3a	22.67	23.70	25.08	26.51	27.45	28.35	31.34	37.40	44.66	53.33
3b	8.11	8.53	9.08	9.65	10.05	10.43	11.70	14.21	17.15	20.69
4	12.01	12.59	13.36	14.16	14.70	15.10	16.90	20.29	24.35	29.21
5a	28.04	29.50	31.42	33.40	34.80	36.13	40.50	49.11	59.35	71.72
5b	23.45	24.65	26.24	27.89	29.04	30.15	33.77	40.99	49.56	59.93
5c	56.69	58.58	62.37	66.30	69.05	71.70	80.36	97.48	117.72	142.17
5d	36.74	38.66	41.18	43.79	45.62	47.38	53.17	64.71	78.43	95.05
6	13.80	14.43	15.27	16.14	16.72	17.28	19.07	22.70	27.61	32.14
7	39.04	40.97	43.55	46.22	48.05	49.82	55.68	67.27	80.96	97.43
8	57.51	60.13	63.67	67.32	69.75	72.07	79.78	95.14	113.32	134.98
9	73.75	77.25	81.55	86.83	90.17	93.38	104.06	125.50	150.88	181.40
10	36.38	38.03	40.26	42.56	44.10	45.56	50.42	60.27	72.14	86.34
11	23.39	24.46	25.89	27.36	28.34	29.26	32.44	38.52	45.79	54.44
12	30.24	31.83	33.70	35.61	36.88	38.08	42.50	50.28	59.57	70.95
13	23.94	25.08	26.60	28.17	29.24	30.27	33.69	40.54	48.66	58.39
Total	616.95	646.94	684.91	728.18	756.41	783.45	872.79	1051.19	1263.27	1518.19

Table 5b Expenditure - Books/Cds

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	6.45	6.77	7.20	7.64	7.94	8.23	9.17	11.07	13.36	16.12
1b	6.87	7.21	7.66	8.12	8.44	8.75	9.75	11.75	14.36	17.06
1c	3.76	3.95	4.19	4.44	4.62	4.79	5.33	6.42	7.75	9.34
1d	7.56	7.93	8.43	8.94	9.26	9.53	10.53	12.59	15.61	18.82
2	3.28	3.45	3.67	3.91	4.07	4.23	4.75	5.78	6.99	8.46
3a	4.99	5.21	5.52	5.83	6.04	6.24	6.90	8.23	9.83	11.73
3b	1.93	2.03	2.15	2.28	2.37	2.46	2.76	3.29	3.98	4.84
4	2.60	2.73	2.90	3.07	3.18	3.30	3.66	4.40	5.28	6.33
5a	5.48	5.76	6.14	6.53	6.80	7.06	7.91	9.59	11.59	14.01
5b	4.52	4.75	5.06	5.38	5.60	5.81	6.51	7.90	9.56	11.56
5c	11.40	11.99	12.76	13.57	14.13	14.67	16.45	19.95	24.09	29.10
5d	7.50	7.89	8.40	8.94	9.31	9.67	10.85	13.20	16.00	19.40
6	3.06	3.20	3.39	3.58	3.83	4.23	5.04	5.99	7.13	8.58
7	8.07	8.47	9.00	9.56	9.94	10.30	11.51	13.91	16.74	20.14
8	11.27	11.78	12.47	13.19	13.66	14.12	15.63	18.64	22.20	26.44
9	15.81	16.56	17.57	18.61	19.20	20.02	22.11	26.90	32.34	38.88
10	7.65	7.99	8.46	8.95	9.27	9.58	10.60	12.67	15.17	18.15
11	5.01	5.24	5.54	5.86	6.07	6.27	6.92	8.25	9.81	11.66
12	6.49	6.79	7.18	7.59	7.86	8.22	8.97	10.70	12.72	15.12
13	5.03	5.27	5.59	5.92	6.14	6.36	7.07	8.51	10.22	12.26
Total	128.62	134.86	143.19	151.79	157.67	163.30	181.91	219.08	263.27	314.39

Table 5c Expenditure - Small Household Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	15.88	16.67	17.71	18.79	19.53	20.24	22.57	27.25	32.88	39.67
1b	16.65	17.43	18.47	19.55	20.29	21.00	23.32	28.00	33.63	40.40
1c	9.52	9.99	10.61	11.26	11.70	12.10	13.50	16.27	19.61	23.65
1d	19.28	20.24	21.51	22.81	23.71	24.57	27.39	33.04	39.84	48.04
2	8.54	8.98	9.57	10.18	10.61	11.02	12.37	15.06	18.11	22.02
3a	12.91	13.89	14.28	15.09	15.63	16.14	17.85	21.30	25.43	30.36
3b	4.62	4.86	5.17	5.49	5.72	5.94	6.66	8.09	9.76	11.78
4	6.46	6.77	7.15	7.52	7.80	8.08	9.08	10.79	12.70	14.86
5a	12.36	13.01	13.85	14.73	15.34	15.93	17.85	21.65	26.16	31.62
5b	11.52	12.11	12.89	13.70	14.27	14.81	16.59	20.14	24.35	29.44
5c	29.01	30.52	32.19	33.99	35.82	37.67	42.54	50.63	60.48	71.67
5d	19.94	20.98	22.34	23.76	24.75	25.71	28.86	35.11	42.55	51.57
6	8.09	8.46	8.96	9.47	9.81	10.13	11.19	13.32	15.85	18.86
7	19.82	20.80	21.93	23.10	24.40	25.81	29.12	35.22	42.57	51.15
8	27.77	29.04	30.75	32.51	33.68	34.80	38.53	44.16	49.09	56.47
9	40.49	42.41	45.00	47.67	49.51	51.27	57.13	68.91	82.84	99.59
10	19.53	20.42	21.62	22.86	24.14	25.46	27.73	32.36	38.29	45.87
11	13.24	13.84	14.66	15.49	16.04	16.56	18.30	21.80	25.92	30.81
12	17.16	17.94	18.99	20.07	20.78	21.46	23.72	28.28	33.62	39.98
13	12.95	13.57	14.39	15.24	15.82	16.37	18.23	21.93	26.32	31.59
Total	325.74	341.56	362.65	384.41	399.30	413.56	460.67	548.78	666.65	801.11

Table 5d Expenditure - Toys Games Pets etc

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	15.15	15.91	16.90	17.93	18.64	19.31	21.54	26.00	31.37	37.85
1b	20.11	21.30	22.67	24.13	25.12	26.11	29.11	34.11	40.11	47.60
1c	8.74	9.17	9.75	10.34	10.74	11.13	12.40	14.94	18.01	21.71
1d	17.48	18.34	19.49	20.67	21.49	22.27	24.82	29.94	36.11	43.54
2	8.40	8.84	9.42	10.02	10.44	10.84	12.18	14.82	17.97	21.67
3a	12.95	13.54	14.13	15.14	15.68	16.20	17.91	21.37	25.51	30.46
3b	4.53	4.76	5.06	5.38	5.60	5.82	6.52	7.93	9.56	11.54
4	6.15	6.48	6.86	7.24	7.52	7.80	8.79	10.36	12.27	14.54
5a	15.46	16.27	17.32	18.42	19.19	19.92	22.33	27.08	32.73	39.55
5b	13.67	14.37	15.30	16.26	16.93	17.58	19.69	23.90	28.90	34.94
5c	34.44	36.28	38.27	40.40	42.61	44.89	50.63	60.48	71.67	84.17
5d	19.79	20.83	22.18	23.59	24.58	25.52	28.65	34.86	42.25	51.20
6	8.18	8.55	9.05	9.57	9.91	10.23	11.31	13.45	16.01	19.05
7	17.80	18.62	19.53	20.46	21.22	22.02	24.82	29.77	35.15	41.41
8	29.67	31.02	32.85	34.73	35.99	37.18	41.46	49.09	58.47	69.64
9	42.43	44.44	47.15	49.96	51.88	53.72	59.87	72.21	86.81	104.36
10	23.62	24.62	25.82	27.10	28.16	29.16	32.68	39.29	47.19	56.37
11	14.02	14.66	15.52	16.40	16.99	17.54	19.39	23.09	27.45	32.64
12	17.78	18.59	19.68	20.79	21.53	22.24	24.58	29.30	34.84	41.43
13	13.17	13.79	14.63	15.49	16.08	16.68	18.56	22.34	26.81	32.18
Total	339.25	355.74	377.72	400.40	415.92	430.82	479.95	578.04	694.62	834.75

Table 5e Expenditure - Chemist Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	4.07	4.27	4.54	4.81	5.00	5.19	5.78	7.01	8.46	10.20
1b	3.91	4.11	4.36	4.63	4.81	4.98	5.55	6.72	8.10	9.76
1c	2.48	2.60	2.76	2.94	3.04	3.15	3.45	4.11	4.94	5.92
1d	5.09	5.34	5.68	6.02	6.26	6.49	7.23	8.76	10.56	12.74
2	2.39	2.52	2.68	2.85	2.97	3.09	3.47	4.24	5.13	6.20
3	4.98	5.25	5.68	6.02	6.26	6.49	7.23	8.76	10.56	12.74
3b	1.32	1.32	1.40	1.49	1.55	1.61	1.81	2.21	2.66	3.21
4	1.82	1.91	2.02	2.14	2.22	2.30	2.56	3.08	3.70	4.44
5a	4.14	4.36	4.61	4.86	5.00	5.14	5.67	6.81	8.16	9.76
5b	2.78	2.92	3.11	3.30	3.44	3.57	4.00	4.87	5.89	7.13
5c	7.64	8.04	8.56	9.10	9.47	9.84	11.03	13.43	16.22	19.58
5d	5.22	5.40	5.65	5.90	6.15	6.39	7.13	8.54	10.27	12.34
6	2.19	2.29	2.43	2.57	2.66	2.75	3.03	3.63	4.31	5.13
7	5.07	5.33	5.66	6.01	6.25	6.48	7.24	8.78	10.56	12.71
8	7.01	7.33	7.76	8.19	8.52	8.76	9.72	11.62	13.86	16.57
9	10.81	11.33	12.02	12.73	13.22	13.69	15.26	18.47	22.21	26.70
10	5.24	5.47	5.79	6.13	6.35	6.56	7.26	8.71	10.42	12.48
11	3.63	3.79	4.02	4.26	4.39	4.54	5.00	6.00	7.13	8.48
12	4.80	5.02	5.31	5.61	5.81	6.00	6.63	7.94	9.44	11.22
13	3.42	3.59	3.80	4.03	4.18	4.33	4.			

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Table 6 Comparison Goods Turnover

Location	Clothing	Books	Sm HH	Toys etc	Chem	mallElectric	Non Bulky		L Elec	Small Ele	DIY	Furn	Garden	Bulky	Total
Cheltenham town centre	207.20	27.07	73.76	62.82	19.14	25.99	415.98		7.28	25.99	4.57	26.52	2.63	66.99	482.97
Cheltenham out of centre	17.63	2.38	39.29	40.36	4.15	25.17	128.98		11.34	25.17	15.14	36.81	6.25	94.72	223.69
	<b>224.83</b>	<b>29.45</b>	<b>113.04</b>	<b>103.18</b>	<b>23.30</b>	51.16	544.95		<b>18.62</b>	<b>51.16</b>	<b>19.71</b>	<b>63.34</b>	<b>8.88</b>	<b>161.70</b>	<b>706.66</b>
Gloucester city centre	110.61	17.53	51.71	55.96	12.51	16.06	264.38		9.11	16.06	2.32	25.89	1.55	54.91	319.29
Gloucester Quedgeley	17.83	1.13	8.12	14.12	3.65	4.35	49.20		0.44	4.35	0.23	0.83	0.34	6.19	55.39
Gloucester Quays	43.11	1.60	8.86	16.02	1.33	1.61	72.52		1.09	1.61	0.40	3.61	0.08	6.79	79.31
Gloucester Other	4.08	1.94	28.58	17.51	6.04	27.33	85.46		10.70	27.33	20.09	24.70	7.38	90.19	175.66
	<b>175.63</b>	<b>22.19</b>	<b>97.27</b>	<b>103.60</b>	<b>23.52</b>	49.34	471.56		<b>21.34</b>	<b>49.34</b>	<b>23.04</b>	<b>55.02</b>	<b>9.35</b>	<b>158.09</b>	<b>629.65</b>
Tewkesbury	3.50	2.88	2.29	2.97	3.91	2.30	17.85		0.39	2.30	1.17	2.32	1.41	7.58	25.43
Winchcombe	0.12	0.20	0.16	0.42	0.39	0.02	1.31		0.01	0.02	0.07	0.12	0.21	0.44	1.74
Bishops Cleeve	3.41	0.92	1.36	1.29	2.00	1.05	10.03		0.19	1.05	0.43	0.53	0.61	2.82	12.85
Elsewhere in Study Area	74.77	17.42	42.40	65.53	33.71	30.25	264.09		11.11	30.25	23.48	46.21	17.90	128.94	393.03
Internet/Mail Order	64.49	61.62	49.30	68.40	3.09	58.65	305.55		20.57	58.65	1.24	17.33	1.34	99.13	404.68
Elsewhere outside Study Area	140.16	8.51	56.82	32.33	5.22	14.17	257.20		6.01	14.17	4.83	28.86	2.98	56.84	314.05
<b>Total</b>	<b>686.91</b>	<b>143.19</b>	<b>362.65</b>	<b>377.72</b>	<b>95.14</b>	<b>206.94</b>	<b>1872.54</b>		<b>78.23</b>	<b>206.94</b>	<b>73.97</b>	<b>213.74</b>	<b>42.68</b>	<b>615.55</b>	<b>2488.09</b>

Source: Table 3 x Household Survey Results

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Table 7 Comparison Goods Capacity - Cheltenham

Non-Bulky Goods	2015	2016	2021	2026	2031	2036	Bulky Goods	2015	2016	2021	2026	2031	2036
<b>Total available expenditure in the Study Area £m</b>	<b>1872.5</b>	<b>1985.0</b>	<b>2379.1</b>	<b>2865.8</b>	<b>3443.8</b>	<b>4138.6</b>	<b>Total available expenditure in the Study Area (£m)</b>	<b>615.6</b>	<b>652.5</b>	<b>781.8</b>	<b>941.5</b>	<b>1131.1</b>	<b>1359.1</b>
Non-store sales (Special forms of trading) £m	305.6	343.3	493.8	594.8	700.5	825.0	Non-store sales (Special forms of trading) £m	99.1	111.4	160.2	192.9	227.1	267.4
%	0.163	0.173	0.208	0.208	0.203	0.199	%	0.161	0.171	0.205	0.205	0.201	0.197
75% of non-store sales £m	229.2	257.5	370.3	446.1	525.4	618.7	75% of non-store sales £m	74.4	83.5	120.1	144.6	170.3	200.5
<b>Total Available Expenditure</b>	<b>1643.4</b>	<b>1727.5</b>	<b>2008.7</b>	<b>2419.7</b>	<b>2918.4</b>	<b>3519.8</b>	<b>Total Available Expenditure</b>	<b>541.2</b>	<b>568.9</b>	<b>661.7</b>	<b>796.8</b>	<b>960.8</b>	<b>1158.5</b>
Turnover of stores in Cheltenham (£m)	545.0	574.9	641.0	707.0	780.6	861.8	Turnover of stores in Cheltenham (£m)	161.7	170.6	190.2	209.8	231.6	255.7
Market Share (of in-store sales)	33.2%	33.2%	33.2%	33.2%	33.2%	33.2%	Market Share (of in-store sales)	29.9%	29.9%	29.9%	29.9%	29.9%	29.9%
<b>Turnover potential (£m)</b>	<b>545.0</b>	<b>572.8</b>	<b>666.1</b>	<b>802.4</b>	<b>967.8</b>	<b>1167.2</b>	<b>Turnover potential (£m)</b>	<b>161.7</b>	<b>170.0</b>	<b>197.7</b>	<b>238.1</b>	<b>287.1</b>	<b>346.2</b>
<b>Expenditure capacity (£m)</b>	<b>0.0</b>	<b>-2.1</b>	<b>25.1</b>	<b>95.4</b>	<b>187.2</b>	<b>305.4</b>	<b>Expenditure capacity (£m)</b>	<b>0.0</b>	<b>-0.6</b>	<b>7.5</b>	<b>28.3</b>	<b>55.5</b>	<b>90.4</b>
Floorspace Requirement @ £5000/sq m	0	-395	4272	14704	26137	38618	Floorspace Requirement @ £2000/sq m	0	-287	3194	10901	19358	28588
<b>Floorspace Capacity Sq m</b>	<b>0</b>	<b>-682</b>	<b>7466</b>	<b>25605</b>	<b>45494</b>	<b>67206</b>							

Sources: Total available expenditure - from Tables 4c and 4d  
 Non-store sales -2015 from Table 6  
 % 2015 calculated Non-store sales/Total available expenditure x 100  
 % Forecast years - adjusted for Experian Forecast of % Non-store trading  
 Adjustment for internet sales = % non-store sales x total available expenditure  
 Turnover of Stores - from Table 6  
 Market Share = Turnover of stores/Available Expenditure excluding 75% non-store sales  
 Turnover Potential = Available expenditure exc 75% non-store sales x market share  
 Expenditure Capacity = Turnover Potential plus overtrading  
 Floorspace Requirement = Expenditure Capacity/sales density per sq m (adjusted for increases - Experian 12.1 Addendum)

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Table 8 Comparison Goods Capacity - Gloucester

Non-Bulky Goods	2015	2016	2021	2026	2031	2036	Bulky Goods	2015	2016	2021	2026	2031	2036
<b>Total available expenditure in the Study Area £m</b>	<b>1872.5</b>	<b>1985.0</b>	<b>2379.1</b>	<b>2865.8</b>	<b>3443.8</b>	<b>4138.6</b>	<b>Total available expenditure in the Study Area (£m)</b>	<b>615.6</b>	<b>652.5</b>	<b>781.8</b>	<b>941.5</b>	<b>1131.1</b>	<b>1359.1</b>
Non-store sales (Special forms of trading) £m	305.6	343.3	493.8	594.8	700.5	825.0	Non-store sales (Special forms of trading) £m	99.1	111.4	160.2	192.9	227.1	267.4
%	0.163	0.173	0.208	0.208	0.203	0.199	%	0.161	0.171	0.205	0.205	0.201	0.197
75% of non-store sales £m	229.2	257.5	370.3	446.1	525.4	618.7	75% of non-store sales £m	74.4	83.5	120.1	144.6	170.3	200.5
Total Available Expenditure	1643.4	1727.5	2008.7	2419.7	2918.4	3519.8	Total Available Expenditure	541.2	568.9	661.7	796.8	960.8	1158.5
Turnover of stores in Gloucester (£m)	471.6	497.5	554.6	611.8	675.4	745.8	Turnover of stores in Gloucester (£m)	158.1	166.8	185.9	205.1	226.4	250.0
Market Share (of in-store sales)	28.7%	28.7%	28.7%	28.7%	28.7%	28.7%	Market Share (of in-store sales)	29.2%	29.2%	29.2%	29.2%	29.2%	29.2%
<b>Turnover potential (£m)</b>	<b>471.6</b>	<b>495.7</b>	<b>576.4</b>	<b>694.3</b>	<b>837.4</b>	<b>1010.0</b>	<b>Turnover potential (£m)</b>	<b>158.1</b>	<b>166.2</b>	<b>193.3</b>	<b>232.8</b>	<b>280.7</b>	<b>338.4</b>
<b>Expenditure capacity (£m)</b>	<b>0.0</b>	<b>-1.8</b>	<b>21.7</b>	<b>82.5</b>	<b>162.0</b>	<b>264.2</b>	<b>Expenditure capacity (£m)</b>	<b>0.0</b>	<b>-0.6</b>	<b>7.3</b>	<b>27.7</b>	<b>54.2</b>	<b>88.4</b>
Floorspace Requirement @ £5000/sq m	0	-341	3696	12724	22616	33417	Floorspace Requirement @ £2000/sq m	0	-281	3123	10658	18925	27950
<b>Floorspace Capacity Sq m</b>	<b>0</b>	<b>-622</b>	<b>6819</b>	<b>23381</b>	<b>41542</b>	<b>61367</b>							

Sources: Total available expenditure - from Tables 4c and 4d

Non-store sales -2015 from Table 6

% 2015 calculated Non-store sales/Total available expenditure x 100

% Forecast years - adjusted for Experian Forecast of % Non-store trading

Adjustment for internet sales = % non-store sales x total available expenditure

Turnover of Stores - from Table 6

Market Share = Turnover of stores/Available Expenditure excluding 75% non-store sales

Turnover Potential = Available expenditure exc 75% non-store sales x market share

Expenditure Capacity = Turnover Potential plus overtrading

Floorspace Requirement = Expenditure Capacity/sales density per sq m (adjusted for increases - Experian 12.1 Addendum)

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Table 9 Comparison Goods Capacity - Tewkesbury

Non-Bulky Goods							Bulky Goods						
	2015	2016	2021	2026	2031	2036		2015	2016	2021	2026	2031	2036
<b>Total available expenditure in the Study Area £m</b>	<b>1872.5</b>	<b>1985.0</b>	<b>2379.1</b>	<b>2865.8</b>	<b>3443.8</b>	<b>4138.6</b>	<b>Total available expenditure in the Study Area (£m)</b>	<b>615.6</b>	<b>652.5</b>	<b>781.8</b>	<b>941.5</b>	<b>1131.1</b>	<b>1359.1</b>
Non-store sales (Special forms of trading) £m	305.6	343.3	493.8	594.8	700.5	825.0	Non-store sales (Special forms of trading) £m	99.1	111.4	160.2	192.9	227.1	267.4
%	0.163	0.173	0.208	0.208	0.203	0.199	%	0.161	0.171	0.205	0.205	0.201	0.197
75% of non-store sales £m	229.2	257.5	370.3	446.1	525.4	618.7	75% of non-store sales £m	74.4	83.5	120.1	144.6	170.3	200.5
<b>Total Available Expenditure</b>	<b>1643.4</b>	<b>1727.5</b>	<b>2008.7</b>	<b>2419.7</b>	<b>2918.4</b>	<b>3519.8</b>	<b>Total Available Expenditure</b>	<b>541.2</b>	<b>568.9</b>	<b>661.7</b>	<b>796.8</b>	<b>960.8</b>	<b>1158.5</b>
Turnover of stores in Tewkesbury (£m)	17.8	18.8	21.0	23.2	25.6	28.2	Turnover of stores in Tewkesbury (£m)	7.6	8.0	8.9	9.8	10.9	12.0
Market Share (of in-store sales)	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	Market Share (of in-store sales)	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%
<b>Turnover potential (£m)</b>	<b>17.8</b>	<b>18.8</b>	<b>21.8</b>	<b>26.3</b>	<b>31.7</b>	<b>38.2</b>	<b>Turnover potential (£m)</b>	<b>7.6</b>	<b>8.0</b>	<b>9.3</b>	<b>11.2</b>	<b>13.5</b>	<b>16.2</b>
<b>Expenditure capacity (£m)</b>	<b>0.0</b>	<b>-0.1</b>	<b>0.8</b>	<b>3.1</b>	<b>6.1</b>	<b>10.0</b>	<b>Expenditure capacity (£m)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>1.3</b>	<b>2.6</b>	<b>4.2</b>
Floorspace Requirement @ £5000/sq m	0	-32	350	1204	2140	3162	Floorspace Requirement @ £2000/sq m	0	-13	167	569	1010	1492
<b>Floorspace Capacity Sq m</b>	<b>0</b>	<b>-46</b>	<b>516</b>	<b>1773</b>	<b>3150</b>	<b>4653</b>							

Sources: Total available expenditure - from Tables 4c and 4d  
 Non-store sales -2015 from Table 6  
 % 2015 calculated Non-store sales/Total available expenditure x 100  
 % Forecast years - adjusted for Experian Forecast of % Non-store trading  
 Adjustment for internet sales = % non-store sales x total available expenditure  
 Turnover of Stores - from Table 6  
 Market Share = Turnover of stores/Available Expenditure excluding 75% non-store sales  
 Turnover Potential = Available expenditure exc 75% non-store sales x market share  
 Expenditure Capacity = Turnover Potential plus overtrading  
 Floorspace Requirement = Expenditure Capacity/sales density per sq m (adjusted for increases - Experian 12.1 Addendum)



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Table 10 Comparison Goods Capacity -Winchcombe

Non-Bulky Goods	2015	2016	2021	2026	2031	2036	Bulky Goods	2015	2016	2021	2026	2031	2036
<b>Total available expenditure in the Study Area £m</b>	<b>1872.5</b>	<b>1985.0</b>	<b>2379.1</b>	<b>2865.8</b>	<b>3443.8</b>	<b>4138.6</b>	<b>Total available expenditure in the Study Area (£m)</b>	<b>615.6</b>	<b>652.5</b>	<b>781.8</b>	<b>941.5</b>	<b>1131.1</b>	<b>1359.1</b>
Non-store sales (Special forms of trading) £m	305.6	343.3	493.8	594.8	700.5	825.0	Non-store sales (Special forms of trading) £m	99.1	111.4	160.2	192.9	227.1	267.4
%	0.163	0.173	0.208	0.208	0.203	0.199	%	0.161	0.171	0.205	0.205	0.201	0.197
75% of non-store sales £m	229.2	257.5	370.3	446.1	525.4	618.7	75% of non-store sales £m	74.4	83.5	120.1	144.6	170.3	200.5
<b>Total Available Expenditure</b>	<b>1643.4</b>	<b>1727.5</b>	<b>2008.7</b>	<b>2419.7</b>	<b>2918.4</b>	<b>3519.8</b>	<b>Total Available Expenditure</b>	<b>541.2</b>	<b>568.9</b>	<b>661.7</b>	<b>796.8</b>	<b>960.8</b>	<b>1158.5</b>
Turnover of stores in Winchcombe(£m)	1.3	1.4	1.5	1.7	1.9	2.1	Turnover of stores in Winchcombe (£m)	0.4	0.5	0.5	0.6	0.6	0.7
Market Share (of in-store sales)	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	Market Share (of in-store sales)	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
<b>Turnover potential (£m)</b>	<b>1.3</b>	<b>1.4</b>	<b>1.6</b>	<b>1.9</b>	<b>2.3</b>	<b>2.8</b>	<b>Turnover potential (£m)</b>	<b>0.4</b>	<b>0.5</b>	<b>0.5</b>	<b>0.6</b>	<b>0.8</b>	<b>0.9</b>
<b>Expenditure capacity (£m)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>	<b>0.4</b>	<b>0.7</b>	<b>Expenditure capacity (£m)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.2</b>
Floorspace Requirement @ £5000/sq m	0	-1	10	35	63	93	Floorspace Requirement @ £2000/sq m	0	-1	9	29	52	77
<b>Floorspace Capacity Sq m</b>	<b>0</b>	<b>-2</b>	<b>19</b>	<b>65</b>	<b>115</b>	<b>170</b>							

Sources: Total available expenditure - from Tables 4c and 4d

Non-store sales -2015 from Table 6

% 2015 calculated Non-store sales/Total available expenditure x 100

% Forecast years - adjusted for Experian Forecast of % Non-store trading

Adjustment for internet sales = % non-store sales x total available expenditure

Turnover of Stores - from Table 6

Market Share = Turnover of stores/Available Expenditure excluding 75% non-store sales

Turnover Potential = Available expenditure exc 75% non-store sales x market share

Expenditure Capacity = Turnover Potential plus overtrading

Floorspace Requirement = Expenditure Capacity/sales density per sq m (adjusted for increases - Experian 12.1 Addendum)

Cheltenham, Gloucester and Tewkesbury Retail Study -2015 Update

Table 11 Comparison Goods Capacity -Bishops Cleeve

Non-Bulky Goods	2015	2016	2021	2026	2031	2036	Bulky Goods	2015	2016	2021	2026	2031	2036
<b>Total available expenditure in the Study Area £m</b>	<b>1872.5</b>	<b>1985.0</b>	<b>2379.1</b>	<b>2865.8</b>	<b>3443.8</b>	<b>4138.6</b>	<b>Total available expenditure in the Study Area (£m)</b>	<b>615.6</b>	<b>652.5</b>	<b>781.8</b>	<b>941.5</b>	<b>1131.1</b>	<b>1359.1</b>
Non-store sales (Special forms of trading) £m	305.6	343.3	493.8	594.8	700.5	825.0	Non-store sales (Special forms of trading) £m	99.1	111.4	160.2	192.9	227.1	267.4
%	0.163	0.173	0.208	0.208	0.203	0.199	%	0.161	0.171	0.205	0.205	0.201	0.197
75% of non-store sales £m	229.2	257.5	370.3	446.1	525.4	618.7	75% of non-store sales £m	74.4	83.5	120.1	144.6	170.3	200.5
<b>Total Available Expenditure</b>	<b>1643.4</b>	<b>1727.5</b>	<b>2008.7</b>	<b>2419.7</b>	<b>2918.4</b>	<b>3519.8</b>	<b>Total Available Expenditure</b>	<b>541.2</b>	<b>568.9</b>	<b>661.7</b>	<b>796.8</b>	<b>960.8</b>	<b>1158.5</b>
Turnover of stores in Bishops Cleeve (£m)	10.0	10.6	11.8	13.0	14.4	15.9	Turnover of stores in Bishops Cleeve (£m)	2.8	3.0	3.3	3.7	4.0	4.5
Market Share (of in-store sales)	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	Market Share (of in-store sales)	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
<b>Turnover potential (£m)</b>	<b>10.0</b>	<b>10.5</b>	<b>12.3</b>	<b>14.8</b>	<b>17.8</b>	<b>21.5</b>	<b>Turnover potential (£m)</b>	<b>2.8</b>	<b>3.0</b>	<b>3.4</b>	<b>4.2</b>	<b>5.0</b>	<b>6.0</b>
<b>Expenditure capacity (£m)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>1.8</b>	<b>3.4</b>	<b>5.6</b>	<b>Expenditure capacity (£m)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.5</b>	<b>1.0</b>	<b>1.6</b>
Floorspace Requirement @ £5000/sq m	0	-2	20	68	120	178	Floorspace Requirement @ £2000/sq m	0	-5	56	190	338	498
<b>Floorspace Capacity Sq m</b>	<b>0</b>	<b>-7</b>	<b>75</b>	<b>258</b>	<b>458</b>	<b>676</b>							

Sources: Total available expenditure - from Tables 4c and 4d

Non-store sales -2015 from Table 6

% 2015 calculated Non-store sales/Total available expenditure x 100

% Forecast years - adjusted for Experian Forecast of % Non-store trading

Adjustment for internet sales = % non-store sales x total available expenditure

Turnover of Stores - from Table 6

Market Share = Turnover of stores/Available Expenditure excluding 75% non-store sales

Turnover Potential = Available expenditure exc 75% non-store sales x market share

Expenditure Capacity = Turnover Potential plus overtrading

Floorspace Requirement = Expenditure Capacity/sales density per sq m (adjusted for increases - Experian 12.1 Addendum)

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**Table 12 - Summary Table - Capacity Sq m**

Settlement	Comparison					2036
	2015	2016	2021	2026	2031	
Cheltenham	0	-682	7466	25605	45494	67206
Gloucester	0	-622	6819	23381	41542	61367
Tewkesbury	0	-46	516	1773	3150	4653
Winchcombe	0	-2	19	65	115	170
Bishops Cleeve	0	-7	75	258	458	676

Source - from Tables 7-11

## **Appendix 5: Retail Capacity Tables – Convenience Goods**

## Cheltenham, Gloucester and Tewkesbury Retail Study 2015 Update

**Table 1 - Population**

<b>Zone</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2021</b>	<b>2026</b>	<b>2031</b>	<b>2036</b>
1a	28062	28268	28471	28683	28889	29096	29692	30679	31621	32592
1b	39917	40205	40491	40786	41079	41372	42198	43546	44814	46119
1c	15283	15391	15498	15609	15716	15825	16133	16642	17139	17651
1d	32853	33093	33331	33572	33810	34049	34738	35865	36947	38062
2	15246	15396	15547	15704	15854	16003	16450	17134	17702	18289
3a	21411	21475	21547	21622	21699	21778	22033	22506	22957	23417
3b	7252	7316	7382	7450	7516	7583	7784	8094	8342	8598
4	9935	9996	10055	10117	10175	10234	10405	10695	10962	11236
5a	36045	36393	36734	37091	37440	37779	38750	40220	41525	42872
5b	27234	27476	27721	27985	28238	28486	29201	30336	31337	32371
5c	64758	65366	65976	66597	67213	67819	69562	72226	74516	76879
5d	35535	35882	36227	36589	36936	37279	38299	39878	41289	42750
6	13977	14028	14078	14128	14178	14229	14387	14656	14898	15144
7	39958	40249	40549	40865	41172	41483	42426	43877	45108	46374
8	65498	65722	65967	66237	66496	66773	67650	69047	70259	71492
9	74566	74957	75380	75844	76321	76809	78332	80862	83049	85295
10	34453	34559	34678	34817	34955	35094	35542	36371	37187	38021
11	27071	27167	27262	27358	27454	27553	27864	28408	28852	29303
12	34518	34639	34756	34879	34998	35124	35534	36256	36828	37409
13	23943	24066	24199	24336	24476	24622	25080	25836	26487	27154
<b>Total</b>	<b>647515</b>	<b>651644</b>	<b>655849</b>	<b>660269</b>	<b>664615</b>	<b>668990</b>	<b>682060</b>	<b>703134</b>	<b>721819</b>	<b>741027</b>

Source 2015 Experian Population and Expenditure Data

Cheltenham, Gloucester and Tewkesbury Retail Study -2015 Update

Table 2a Expenditure per head - convenience goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	2276	2260	2219	2215	2217	2224	2230	2242	2253	2264
1b	1995	1981	1945	1941	1943	1949	1955	1965	1975	1985
1c	2318	2302	2260	2256	2258	2265	2272	2283	2294	2306
1d	2259	2243	2203	2198	2201	2207	2214	2225	2236	2247
2	2283	2267	2226	2222	2224	2231	2237	2249	2260	2271
3a	2442	2425	2381	2376	2379	2386	2393	2405	2417	2429
3b	2526	2508	2463	2458	2461	2468	2475	2488	2500	2513
4	2542	2524	2479	2474	2476	2484	2491	2504	2516	2529
5a	1852	1839	1806	1802	1804	1810	1815	1824	1833	1842
5b	1960	1946	1911	1907	1909	1915	1921	1930	1940	1950
5c	2065	2051	2014	2010	2012	2018	2024	2034	2044	2054
5d	2287	2271	2230	2226	2228	2235	2241	2253	2264	2275
6	2314	2298	2256	2252	2254	2261	2268	2279	2291	2302
7	2300	2284	2243	2238	2241	2247	2254	2265	2277	2288
8	2168	2153	2114	2110	2112	2118	2125	2135	2146	2157
9	2268	2252	2212	2207	2209	2216	2223	2234	2245	2256
10	2332	2316	2274	2269	2272	2279	2285	2297	2308	2320
11	2149	2134	2096	2091	2093	2100	2106	2117	2127	2138
12	2159	2144	2105	2101	2103	2109	2116	2126	2137	2148
13	2272	2256	2215	2211	2213	2220	2227	2238	2249	2260

Table 2b Expenditure per head - comparison goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	3740	3912	4131	4313	4447	4584	5024	5910	6951	8176
1b	2978	3115	3289	3434	3541	3650	4000	4706	5535	6511
1c	3995	4179	4413	4607	4750	4897	5367	6313	7425	8734
1d	3824	4000	4224	4410	4546	4687	5137	6042	7107	8360
2	3741	3913	4132	4314	4448	4586	5025	5911	6953	8179
3a	3981	4164	4397	4591	4733	4880	5348	6290	7399	8703
3b	4204	4397	4644	4848	4998	5153	5647	6643	7814	9191
4	4344	4544	4798	5009	5165	5325	5836	6864	8074	9497
5a	2641	2762	2917	3046	3140	3237	3548	4173	4909	5774
5b	3020	3159	3336	3483	3591	3702	4057	4772	5613	6602
5c	3120	3264	3446	3598	3709	3824	4191	4930	5799	6821
5d	3735	3907	4126	4307	4441	4578	5017	5902	6942	8166
6	3792	3966	4189	4373	4508	4648	5094	5992	7048	8290
7	3556	3720	3928	4101	4228	4359	4777	5619	6609	7774
8	3161	3306	3492	3645	3758	3875	4246	4995	5875	6911
9	3665	3834	4048	4226	4357	4492	4923	5791	6812	8013
10	3783	3957	4179	4362	4498	4637	5082	5978	7031	8270
11	3271	3421	3613	3772	3889	4010	4394	5169	6080	7151
12	3322	3475	3669	3831	3950	4072	4463	5249	6174	7263
13	3638	3805	4018	4195	4325	4459	4887	5748	6762	7953

Table 3a Expenditure per head - Clothing and Footwear

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	1061	1110	1172	1224	1261	1301	1425	1677	1972	2320
1b	841	880	929	970	1000	1031	1130	1329	1563	1839
1c	1127	1179	1245	1300	1340	1381	1514	1781	2095	2464
1d	1079	1129	1192	1244	1283	1323	1449	1705	2005	2359
2	1047	1095	1156	1207	1245	1283	1406	1654	1946	2289
3a	1059	1108	1170	1221	1259	1298	1423	1673	1968	2315
3b	1119	1170	1236	1290	1330	1372	1503	1768	2080	2446
4	1,209	1265	1335	1394	1437	1482	1624	1910	2247	2643
5a	778	814	859	897	925	954	1045	1229	1446	1701
5b	861	901	951	993	1024	1055	1157	1360	1600	1882
5c	860	900	950	992	1022	1054	1155	1359	1598	1880
5d	1034	1082	1142	1192	1229	1267	1389	1634	1922	2261
6	987	1032	1090	1138	1173	1210	1326	1560	1834	2158
7	977	1022	1079	1127	1162	1198	1312	1544	1816	2136
8	878	918	970	1012	1044	1076	1179	1387	1632	1920
9	989	1034	1092	1140	1176	1212	1329	1563	1838	2162
10	1056	1105	1166	1218	1256	1294	1419	1669	1963	2309
11	864	904	954	996	1027	1059	1161	1365	1606	1889
12	882	923	974	1017	1049	1081	1185	1394	1639	1928
13	1000	1046	1105	1153	1189	1226	1343	1580	1859	2186

Table 3b Expenditure per head - Books/CDs

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	230	241	254	265	273	282	309	363	427	503
1b	172	180	190	198	204	211	231	272	320	376
1c	246	257	272	284	292	302	330	389	457	538
1d	230	241	254	265	273	282	309	363	427	503
2	215	225	237	248	256	264	289	340	400	470
3a	233	244	257	269	277	286	313	368	433	509
3b	253	265	279	292	301	310	340	400	470	553
4	262	274	289	302	311	321	352	414	487	573
5a	152	159	168	175	181	186	204	240	283	332
5b	166	174	183	191	197	203	223	262	309	363
5c	176	184	194	203	209	216	236	278	327	385
5d	211	221	233	243	251	259	283	333	392	461
6	219	229	242	253	260	268	294	346	407	479
7	202	211	223	233	240	248	271	319	375	442
8	172	180	190	198	204	211	231	272	320	376
9	212	222	234	244	252	260	285	335	394	463
10	222	232	245	256	264	272	298	351	413	485
11	185	194	204	213	220	227	249	292	344	404
12	188	197	208	217	224	230	253	297	349	411
13	210	220	232	242	250	257	282	332	390	459

Table 3c Expenditure per head - Small Household Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	566	592	625	653	673	694	760	894	1052	1237
1b	417	436	461	481	496	511	560	659	775	912
1c	623	652	688	718	741	764	837	984	1158	1362
1d	587	614	648	677	698	720	789	928	1091	1283
2	560	586	619	646	666	686	752	885	1041	1224
3a	603	631	666	695	717	739	810	953	1121	1318
3b	637	666	704	735	757	781	856	1007	1184	1393
4	650	680	718	750	773	797	873	1027	1204	1421
5a	343	359	379	396	408	420	461	542	638	750
5b	423	442	467	488	503	519	568	668	786	925
5c	448	469	495	517	533	549	602	708	833	979
5d	561	587	620	647	667	688	754	886	1043	1226
6	579	606	640	668	688	710	778	915	1076	1266
7	496	519	548	572	590	608	666	784	922	1084
8	424	444	468	489	504	520	570	670	788	927
9	543	568	600	626	646	666	729	858	1009	1187
10	567	593	626	654	674	695	762	896	1054	1240
11	489	511	540	564	581	599	657	773	909	1069
12	497	520	549	573	591	609	668	785	924	1087
13	541	566	598	624	643	663	727	855	1006	1183

Table 3d Expenditure per head - Toys Games Pets etc

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	540	565	596	623	642	662	725	853	1004	1181
1b	480	502	530	554	571	588	645	758	892	1049
1c	572	598	632	660	680	701	768	904	1063	1251
1d	532	556	588	613	633	652	715	841	989	1163
2	551	576	609	635	655	675	740	871	1024	1205
3a	605	633	668	698	719	742	813	956	1124	1323
3b	624	653	689	720	742	765	838	986	1160	1364
4	629	658	695	725	748	771	845	994	1169	1375
5a	429	449	474	495	510	526	576	678	797	938
5b	502	525	554	579	597	615	674	793	933	1097
5c	491	514	542	566	584	602	660	776	913	1073
5d	557	583	615	642	662	683	748	880	1035	1218
6	585	612	646	675	696	717	786	924	1087	1279
7	533	558	589	615	634	653	716	842	991	1165
8	453	474	500	522	539	555	609	716	842	990
9	569	595	629	656	676	697	764	899	1058	1244
10	561	587	620	647	667	688	754	886	1043	1226
11	518	542	572	597	616	635	696	819	963	1132
12	515	539	569	594	612	631	692	814	957	1126
13	550	575	608	634	654	674	739	869	1022	1202

Table 3e Expenditure per head - Chemist Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	145	152	160	167	172	178	195	229	270	317
1b	98	103	108	113	117	120	132	155	182	214
1c	162	169	177	183	187	191	218	256	303	354
1d	155	162	171	179	184	190	208	245	288	339
2	157	164	173	181	187	192	211	248	292	343
3a	163	170	180	188	194	200	219	258	303	356
3b	173	181	191	199	206	212	232	273	322	378
4	183	191	202	211	218	224	246	289	340	400
5a	87	91	96	100	103	107	117	137	162	190
5b	102	107	113	118	121	124	137	160	188	221
5c	118	123	130	136	140	145	159	186	219	258
5d	147	154	162	170	175	180	197	232	273	321
6	157	164	173	181	187	192	211	248	292	343
7	127	133	140	146	151	156	171	201	236	278
8	107	112	118	123	127	131	144	169	199	234
9	145	152	160	167	172	178	195	229	270	317
10	152	159	168	175	181	186	204	240	283	332
11	134	140	146	152	157	162	180	212	249	293
12	139	145	154	160	165	170	187	220	258	304
13	143	150	158	165	170	175	192	226	266	313

Table 3f Expenditure per head - Large Electrical Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	120	126	133	138	143	147	161	190	223	262
1b	95	99	105	110	113	116	128	150	177	208
1c	141	148	154	160	164	168	183	211	248	290
1d	120	126	133	138	143	147	161	190	223	262
2	114	119	126	131	136	140	153	180	212	249
3a	131	137	145	151	156	161	176	207	243	286
3b	148	155	163	171	176	181	199	234	275	324
4	146	153	161	168	174	179	196	231	271	319
5a	82	86	91	95	97	101	110	130	152	179
5b	96	99	95	99	103	105	116	136	160	188
5c	101	106	112	116	120	124	136	160	188	221
5d	121	127	134	140	144	148	163	191	225	265
6	123	129	136	142	146	151	165	194	229	269
7	113	118	125	130	134	139	152	179	210	247
8	87	91	96	100	103	107	117	137	162	190
9	118	123	130	136	140	145	159	186	219	258
10	125	131	138	144	149	153	168	198	232	273
11	101	106	112	118	124	129	144	174	208	244

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Table 4a Total Expenditure - Convenience Goods £m

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	63.87	63.89	63.19	63.53	64.05	64.70	66.23	68.77	71.24	73.79
1b	79.63	79.65	78.77	79.19	79.83	80.64	82.50	85.56	88.50	91.53
1c	35.43	35.43	35.03	35.21	35.49	35.84	36.65	37.99	39.32	40.70
1d	74.21	74.23	73.42	73.80	74.40	75.15	76.90	79.80	82.62	85.53
2	34.81	34.90	34.61	34.89	35.26	35.70	36.80	38.53	40.00	41.54
3a	52.29	52.07	51.31	51.38	51.62	51.96	52.73	54.13	55.49	56.89
3b	18.32	18.35	18.18	18.31	18.49	18.72	19.27	20.14	20.86	21.60
4	25.25	25.23	24.92	25.03	25.20	25.42	25.92	26.78	27.58	28.41
5a	66.76	66.93	66.34	66.85	67.55	68.36	70.33	73.36	76.12	78.99
5b	53.38	53.48	52.98	53.38	53.92	54.55	56.09	58.56	60.80	63.12
5c	133.73	134.04	132.85	133.83	135.21	136.84	140.77	146.90	152.31	157.93
5d	81.27	81.49	80.79	81.43	82.29	83.30	85.84	89.83	93.47	97.26
6	32.34	32.23	31.77	31.82	31.96	32.17	32.63	33.40	34.12	34.86
7	91.90	91.92	90.94	91.47	92.25	93.22	95.63	99.39	102.70	106.11
8	142.00	141.49	139.46	139.75	140.44	141.44	143.73	147.44	150.78	154.19
9	169.12	168.81	166.71	167.40	168.62	170.21	174.10	180.63	186.44	192.45
10	80.34	80.03	78.86	79.02	79.41	79.96	81.23	83.54	85.84	88.21
11	58.18	57.97	57.13	57.22	57.47	57.85	58.68	60.13	61.37	62.65
12	74.52	74.26	73.17	73.28	73.61	74.09	75.18	77.10	78.70	80.35
13	54.40	54.30	53.61	53.81	54.17	54.66	55.84	57.81	59.57	61.37
<b>Total</b>	<b>1421.74</b>	<b>1420.70</b>	<b>1404.05</b>	<b>1410.60</b>	<b>1421.23</b>	<b>1434.81</b>	<b>1467.06</b>	<b>1519.78</b>	<b>1567.84</b>	<b>1617.47</b>

Table 4b Total Expenditure - All Comparison Goods £m

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	104.95	110.59	117.62	123.71	128.46	133.39	149.18	181.30	219.81	266.49
1b	118.87	125.24	133.19	140.07	145.45	151.02	168.81	204.91	248.05	300.26
1c	61.06	64.32	68.39	71.91	74.65	77.50	86.58	105.05	127.26	154.16
1d	125.63	132.37	140.79	148.04	153.72	159.60	178.45	216.71	262.60	318.20
2	57.04	60.25	64.24	67.75	70.51	73.38	82.67	101.28	123.08	149.58
3a	85.24	89.42	94.75	99.26	102.70	106.27	117.83	141.57	169.86	203.81
3b	30.49	32.17	34.28	36.12	37.57	39.08	43.96	53.77	65.18	79.02
4	43.16	45.42	48.25	50.68	52.55	54.49	60.72	73.41	88.51	106.70
5a	95.19	100.54	107.16	112.96	117.56	122.30	137.48	167.84	203.83	247.54
5b	82.25	86.79	92.47	97.46	101.39	105.45	118.47	144.76	175.90	213.73
5c	202.04	213.32	227.37	239.61	249.32	259.37	291.55	356.07	432.11	524.39
5d	132.72	140.18	149.46	157.59	164.02	170.67	192.16	235.35	286.63	349.08
6	53.00	55.64	58.97	61.78	63.92	66.14	73.29	87.82	105.00	125.55
7	142.09	149.71	159.27	167.58	174.07	180.82	202.67	246.54	298.13	360.52
8	207.04	217.30	230.33	241.45	249.90	258.73	287.26	344.87	412.78	494.06
9	273.28	287.35	305.16	320.55	332.56	345.06	385.66	468.28	565.72	683.43
10	130.34	136.75	144.91	151.89	157.22	162.74	180.62	217.41	261.47	314.45
11	88.55	92.95	98.50	103.20	106.77	110.47	122.44	146.83	175.41	209.55
12	114.67	120.36	127.53	133.62	138.23	143.03	158.57	190.31	227.39	271.69
13	87.10	91.58	97.24	102.10	105.87	109.80	122.57	148.52	179.10	215.97
<b>Total</b>	<b>2234.71</b>	<b>2352.26</b>	<b>2499.87</b>	<b>2627.30</b>	<b>2726.43</b>	<b>2829.32</b>	<b>3160.93</b>	<b>3832.63</b>	<b>4627.81</b>	<b>5588.16</b>

Source Calc - Table 1 x Table 2



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Table 5a Expenditure - Clothing and Footwear

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	29.77	31.37	33.37	35.09	36.44	37.84	42.32	51.43	62.36	75.60
1b	33.57	35.37	37.61	39.56	41.07	42.65	47.37	57.87	70.05	84.79
1c	17.22	18.14	19.29	20.29	21.06	21.86	24.42	29.64	35.90	43.49
1d	35.45	37.35	39.73	41.77	43.37	45.03	50.35	61.15	74.10	89.78
2	15.96	16.86	17.98	18.96	19.74	20.54	23.14	28.35	34.45	41.86
3a	22.67	23.79	25.20	26.41	27.32	28.27	31.76	37.66	45.19	54.90
3b	8.11	8.56	9.14	9.61	10.00	10.40	11.70	14.31	17.35	21.03
4	12.01	12.64	13.43	14.11	14.63	15.17	16.90	20.43	24.63	29.70
5a	28.04	29.62	31.57	33.28	34.63	36.03	40.50	49.44	60.05	72.92
5b	23.45	24.75	26.36	27.79	28.91	30.06	33.77	41.27	50.15	60.93
5c	55.69	58.08	62.67	68.72	71.89	80.36	98.15	119.11	144.54	176.44
5d	36.74	38.81	41.38	43.63	45.41	47.25	53.20	65.15	79.35	96.64
6	13.80	14.48	15.35	16.08	16.64	17.21	19.08	22.86	27.33	32.68
7	39.04	41.13	43.76	46.04	47.82	49.68	55.68	67.74	81.91	99.05
8	57.51	60.36	63.98	67.06	69.41	71.86	79.79	95.79	114.65	137.23
9	73.75	77.54	82.35	86.50	89.74	93.12	104.07	126.37	152.66	184.42
10	36.38	38.17	40.45	42.40	43.89	45.43	50.42	60.69	72.99	87.78
11	23.39	24.55	26.02	27.26	28.20	29.18	32.34	38.78	46.33	55.35
12	30.44	31.96	33.86	35.48	36.70	37.97	42.10	50.53	60.37	72.13
13	23.94	25.17	26.73	28.06	29.10	30.18	33.69	40.82	49.23	59.37
Total	616.95	649.43	690.20	725.41	752.80	781.23	872.86	1058.43	1278.15	1543.52

Table 5c Expenditure - Small Household Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	15.88	16.74	17.80	18.72	19.44	20.19	22.58	27.44	33.26	40.33
1b	16.65	17.54	18.65	19.61	20.37	21.15	23.64	28.59	34.73	42.04
1c	9.52	10.03	10.66	11.21	11.64	12.08	13.50	16.38	19.85	24.04
1d	19.28	20.32	21.61	22.73	23.60	24.50	27.39	32.27	40.31	48.84
2	8.54	9.02	9.62	10.14	10.56	10.99	12.37	15.16	18.42	22.39
3a	12.91	13.55	14.35	15.04	15.66	16.10	17.85	21.44	25.73	30.87
3b	4.62	4.91	5.17	5.47	5.69	5.92	6.56	7.85	9.28	10.78
4	6.46	6.80	7.22	7.58	7.86	8.15	9.09	10.98	13.24	15.97
5a	12.36	13.06	13.92	14.67	15.27	15.88	17.85	21.80	26.47	32.15
5b	11.52	12.16	12.95	13.65	14.20	14.77	16.59	20.28	24.64	29.94
5c	29.01	30.63	32.65	34.41	35.80	37.24	41.86	51.13	62.05	75.30
5d	19.94	21.06	22.45	23.67	24.64	25.64	28.86	35.35	43.05	52.43
6	8.09	8.50	9.00	9.43	9.76	10.10	11.19	13.41	16.03	19.17
7	19.82	20.88	22.22	23.37	24.28	25.22	28.27	34.39	41.58	50.29
8	27.77	29.15	30.89	32.39	33.52	34.70	38.53	46.26	55.37	66.27
9	40.49	42.57	45.21	47.49	49.27	51.12	57.14	69.38	83.82	101.26
9d	19.53	20.50	21.72	22.77	23.57	24.39	27.07	32.59	39.19	47.13
11	13.24	13.90	14.73	15.43	15.96	16.52	18.30	21.95	26.22	31.33
12	17.16	18.01	19.08	19.99	20.68	21.40	23.72	28.47	34.02	40.65
13	12.95	13.62	14.46	15.18	15.74	16.33	18.23	22.09	26.63	32.12
Total	325.74	342.87	364.39	382.95	397.40	412.39	460.71	558.60	674.50	814.48

Table 5e Expenditure - Chemist Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	4.07	4.29	4.56	4.80	4.98	5.17	5.78	7.03	8.52	10.33
1b	3.91	4.12	4.38	4.61	4.79	4.97	5.56	6.74	8.16	9.88
1c	2.48	2.61	2.77	2.92	3.01	3.12	3.51	4.25	5.16	6.25
1d	5.09	5.37	5.71	6.00	6.23	6.47	7.23	8.78	10.64	12.90
2	2.39	2.53	2.70	2.84	2.96	3.08	3.47	4.25	5.17	6.28
3a	3.49	3.66	3.88	4.06	4.21	4.35	4.82	5.80	6.95	8.34
3b	1.25	1.32	1.41	1.49	1.55	1.61	1.81	2.21	2.68	3.25
4	1.82	1.91	2.03	2.14	2.21	2.30	2.56	3.09	3.71	4.50
5a	3.14	3.31	3.53	3.72	3.87	4.03	4.53	5.53	6.71	8.15
5b	2.78	2.93	3.12	3.29	3.42	3.56	4.00	4.89	5.94	7.22
5c	7.64	8.07	8.60	9.06	9.43	9.81	11.03	13.47	16.34	19.83
5d	5.22	5.52	5.88	6.20	6.46	6.72	7.56	9.26	11.28	13.74
6	2.19	2.30	2.44	2.56	2.65	2.74	3.03	3.64	4.35	5.20
7	5.07	5.35	5.69	5.98	6.22	6.46	7.24	8.81	10.65	12.88
8	7.01	7.36	7.80	8.17	8.46	8.76	9.72	11.67	13.97	16.72
9	10.81	11.37	12.07	12.68	13.16	13.65	15.26	18.53	22.38	27.04
10	5.24	5.49	5.82	6.10	6.32	6.54	7.26	8.74	10.51	12.63
11	3.63	3.81	4.04	4.23	4.37	4.53	5.02	6.02	7.19	8.59
12	4.80	5.04	5.34	5.59	5.78	5.98	6.64	7.96	9.51	11.37
13	3.42	3.60	3.82	4.01	4.16	4.32	4.82	5.84	7.04	8.49
Total	85.46	89.95	95.59	100.46	104.25	108.18	120.84	146.51	176.89	213.59

Table 5g Expenditure - Small Electrical Appliances

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	17.85	18.81	20.00	21.04	21.84	22.68	25.37	30.83	37.38	45.32
1b	20.36	21.45	22.81	23.99	24.91	25.86	28.91	35.09	42.48	51.42
1c	10.99	10.95	11.64	12.24	12.71	13.19	14.74	17.88	21.66	26.24
1d	21.55	22.71	24.15	25.40	26.37	27.38	30.61	37.18	45.05	54.59
2	9.47	10.00	10.66	11.25	11.71	12.18	13.72	16.81	20.43	24.83
3a	13.42	14.08	14.92	15.63	16.18	16.74	18.56	22.30	26.75	32.10
3b	4.83	5.10	5.43	5.72	5.95	6.19	6.86	8.52	10.33	12.52
4	6.88	7.24	7.68	8.07	8.27	8.68	9.67	11.69	14.10	17.00
5a	16.65	17.59	18.75	19.76	20.15	20.52	23.36	28.65	35.30	43.39
5b	13.37	14.11	15.03	15.85	16.48	17.14	19.26	23.54	28.60	34.75
5c	34.00	35.90	38.26	40.32	41.95	43.64	49.06	59.92	72.71	88.24
5d	21.68	22.89	24.41	25.74	26.79	27.87	31.38	38.44	46.81	57.01
6	8.36	8.77	9.30	9.74	10.08	10.43	11.56	13.85	16.56	19.80
7	23.81	25.09	26.69	28.09	29.17	30.31	33.97	41.32	49.97	60.42
8	36.35	38.15	40.44	42.39	43.88	45.43	50.44	60.55	72.47	86.75
9	44.14	46.42	49.29	51.78	53.72	55.74	62.29	75.64	91.38	110.39
10	21.12	22.16	23.48	24.61	25.48	26.37	29.27	35.23	42.37	50.95
11	14.40	15.12	16.02	16.78	17.36	17.97	19.91	23.88	28.53	34.08
12	18.78	19.71	20.88	21.88	22.64	23.42	25.97	31.17	37.24	44.49
13	14.32	15.05	15.98	16.78	17.40	18.05	20.15	24.41	29.44	35.50
Total	371.73	391.29	415.85	437.06	453.55	470.67	525.85	637.61	769.91	929.70

Table 5i Expenditure - Furniture, Carpets and Floorcoverings

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	8.33	8.78	9.34	9.82	10.20	10.59	11.80	14.40	17.46	21.16
1b	9.82	10.35	11.00	11.70	12.01	12.48	13.94	16.93	20.49	24.80
1c	4.66	4.91	5.22	5.49	5.70	5.92	6.61	8.02	9.72	11.77
1d	10.51	11.08	11.79	12.39	12.85	13.36	15.33	18.13	21.97	26.93
2	4.73	4.99	5.32	5.61	5.84	6.08	6.85	8.39	10.20	12.39
3a	7.39	7.75	8.21	8.60	8.90	9.21	10.21	12.27	14.72	17.66
3b	2.63	2.78	2.96	3.12	3.24	3.37	3.80	4.64	5.63	6.82
4	3.49	3.67	3.90	4.10	4.25	4.40	4.91	5.93	7.15	8.62
5a	7.46	7.84	8.37	8.85	9.21	9.59	10.98	13.16	15.90	19.40
5b	7.16	7.56	8.05	8.49	8.83	9.18	10.32	12.61	15.32	18.61
5c	17.55	18.53	19.75	20.81	21.66	22.53	25.32	30.93	37.53	45.55
5d	11.73	12.39	13.21	13.92	14.49	15.08	16.98	20.79	25.32	30.84
6	4.75	4.99	5.29	5.54	5.73	5.93	6.57	7.87	9.41	11.26
7	12.99	13.68	14.56	15.32	15.91	16.53	18.52	22.53	27.25	32.95
8	19.91	20.90	22.15	23.22	24.03	24.88	27.63	33.17	39.70	47.51
9	23.56	24.78	26.31	27.64	28.67	29.75	32.35	40.38	48.78	58.93
10	10.51	11.03	11.68	12.25	12.68	13.12	14.56	17.51	21.08	25.35
11	7.61	7.99	8.46	8.87	9.17	9.49	10.52	12.61	15.07	18.00
12	9.91	10.40	11.03	11.64	12.16	12.56	13.70	16.44	19.65	23.20
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Table 6 - Convenience Goods - Main Food Expenditure £m

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	44.71	44.72	44.23	44.47	44.84	45.29	46.36	48.14	49.87	51.66
1b	55.74	55.75	55.14	55.43	55.88	56.45	57.75	59.89	61.95	64.07
1c	24.80	24.80	24.52	24.65	24.84	25.09	25.65	26.60	27.53	28.49
1d	51.95	51.96	51.40	51.66	52.08	52.61	53.83	55.86	57.83	59.87
2	24.36	24.43	24.23	24.42	24.68	24.99	25.76	26.97	28.00	29.08
3a	36.60	36.45	35.92	35.97	36.13	36.37	36.91	37.89	38.84	39.82
3b	12.82	12.85	12.73	12.82	12.95	13.10	13.49	14.10	14.60	15.12
4	17.68	17.66	17.45	17.52	17.64	17.79	18.14	18.74	19.31	19.89
5a	46.73	46.85	46.44	46.79	47.28	47.85	49.23	51.35	53.29	55.29
5b	37.37	37.43	37.09	37.37	37.74	38.19	39.26	40.99	42.56	44.18
5c	93.61	93.83	93.00	93.68	94.64	95.78	98.54	102.83	106.62	110.55
5d	56.89	57.04	56.55	57.00	57.60	58.31	60.09	62.88	65.43	68.08
6	22.64	22.56	22.24	22.27	22.37	22.52	22.84	23.38	23.89	24.40
7	64.33	64.35	63.66	64.03	64.57	65.26	66.94	69.58	71.89	74.27
8	99.40	99.04	97.62	97.82	98.31	99.01	100.61	103.21	105.54	107.93
9	118.38	118.17	116.70	117.18	118.03	119.15	121.87	126.44	130.51	134.71
10	56.24	56.02	55.20	55.31	55.59	55.97	56.86	58.48	60.09	61.74
11	40.72	40.58	39.99	40.05	40.23	40.50	41.08	42.09	42.96	43.85
12	52.17	51.98	51.22	51.30	51.53	51.87	52.63	53.97	55.09	56.24
13	38.08	38.01	37.53	37.67	37.92	38.26	39.09	40.47	41.70	42.96
<b>Total</b>	<b>995.22</b>	<b>994.49</b>	<b>982.83</b>	<b>987.42</b>	<b>994.86</b>	<b>1004.36</b>	<b>1026.95</b>	<b>1063.85</b>	<b>1097.49</b>	<b>1132.23</b>

Source Calc - Table 4a x 70%

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Table 7 - Convenience Goods - Top Up Food Expenditure £m

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	19.16	19.17	18.96	19.06	19.22	19.41	19.87	20.63	21.37	22.14
1b	23.89	23.89	23.63	23.76	23.95	24.19	24.75	25.67	26.55	27.46
1c	10.63	10.63	10.51	10.56	10.65	10.75	10.99	11.40	11.80	12.21
1d	22.26	22.27	22.03	22.14	22.32	22.55	23.07	23.94	24.78	25.66
2	10.44	10.47	10.38	10.47	10.58	10.71	11.04	11.56	12.00	12.46
3a	15.69	15.62	15.39	15.42	15.49	15.59	15.82	16.24	16.65	17.07
3b	5.50	5.51	5.45	5.49	5.55	5.61	5.78	6.04	6.26	6.48
4	7.58	7.57	7.48	7.51	7.56	7.63	7.78	8.03	8.27	8.52
5a	20.03	20.08	19.90	20.05	20.26	20.51	21.10	22.01	22.84	23.70
5b	16.01	16.04	15.89	16.01	16.17	16.37	16.83	17.57	18.24	18.94
5c	40.12	40.21	39.86	40.15	40.56	41.05	42.23	44.07	45.69	47.38
5d	24.38	24.45	24.24	24.43	24.69	24.99	25.75	26.95	28.04	29.18
6	9.70	9.67	9.53	9.54	9.59	9.65	9.79	10.02	10.24	10.46
7	27.57	27.58	27.28	27.44	27.67	27.97	28.69	29.82	30.81	31.83
8	42.60	42.45	41.84	41.92	42.13	42.43	43.12	44.23	45.23	46.26
9	50.73	50.64	50.01	50.22	50.59	51.06	52.23	54.19	55.93	57.73
10	24.10	24.01	23.66	23.70	23.82	23.99	24.37	25.06	25.75	26.46
11	17.45	17.39	17.14	17.16	17.24	17.36	17.60	18.04	18.41	18.79
12	22.36	22.28	21.95	21.99	22.08	22.23	22.56	23.13	23.61	24.10
13	16.32	16.29	16.08	16.14	16.25	16.40	16.75	17.34	17.87	18.41
<b>Total</b>	<b>426.52</b>	<b>426.21</b>	<b>421.21</b>	<b>423.18</b>	<b>426.37</b>	<b>430.44</b>	<b>440.12</b>	<b>455.93</b>	<b>470.35</b>	<b>485.24</b>

Source Calc - Table 4a x 30%



Table 9- Existing Foodstores

	Sales Floorspace sq m	Conv Sales floorspace sq m	Sales density £/sq m	Benchmark Turnover £m	Survey Derived Turnover £m	Difference £m
<b>Cheltenham</b>						
<i>Town Centre</i>						
Tesco Metro	824	742	11098	8.23	4.93	-3.30
Lidl	1100	880	3895	3.43	7.22	3.79
Iceland	445	401	7081	2.84	1.35	-1.48
Marks & Spencer	500	475	11122	5.28	6.51	1.23
Morrison Winchcombe St	929	622	12036	7.49	0.00	-7.49
Sainsbury High St		200	13243	2.65	0.59	-2.06
<i>District Centres</i>						
Morrisons, Caernarvon Road	2954	2511	12036	30.22	41.61	11.39
Sainsbury, Bath Road	379	360	13243	4.77	2.32	-2.44
Co-op, Bath Road	375	356	7448	2.65	4.79	2.13
Coronation Square	622	591	7000	4.14	1.60	-2.53
<i>Stores Outside Town / District Centres</i>						
Sainsburys, Tewkesbury Road	5729	4010	13243	53.11	43.75	-9.36
Tesco, Colletts Drive	5749	4024	11098	44.66	24.12	-20.55
Waitrose, Honeybourne Way	2800	2800	12151	34.02	42.69	8.66
Asda Hatherley Lane	3876	2326	13098	30.47	29.33	-1.13
Marks & Spencer, Kingsditch Retail Park	750	675	11122	7.51	5.62	-1.89
Aldi, Tewkesbury Road	960	768	7630	5.86	29.57	23.71
Co-op, Windy Ridge Road	426	405	7448	3.01	1.67	-1.35
Co-op, Charlton Kings	300	285	7448	2.12	4.66	2.54
Sainsburys, Prestbury	2365	2010	13243	26.62	25.34	-1.28
Morrison Prestbury Rd		150	12036	1.81	1.66	-0.14
<b>Other Stores in Cheltenham</b>						
<b>Total</b>		<b>24591</b>		<b>280.88</b>	<b>279.33</b>	<b>-1.55</b>
<b>Gloucester</b>						
<i>City Centre</i>						
Sainsbury Northgate	1397	1187	13243	15.73	5.78	-9.94
Marks and Spencer	400	380	11122	4.23	4.72	0.49
Iceland	850	765	7081	5.42	2.61	-2.80
<i>Other city centre</i>						
<i>District Centres</i>						
Morrisons Abbeydale	1623	1380	12036	16.60	26.53	9.93
Tesco Quedgeley	2622	1835	11098	20.37	42.43	22.06
Aldi Quedgeley	933	746	7630	5.70	36.28	30.59
<i>Stores Outside Town / District Centres</i>						
Asda Bruton Way	3877	2714	13098	35.55	43.25	7.71
Sainsbury St Ann Way	3720	2604	13243	34.48	28.24	-6.25
Sainsbury Barnett Way	4666	3266	13243	43.25	28.32	-14.94
Tesco Brockworth		3350	11098	37.18	37.83	0.65
Tesco St Oswalds	3491	2444	11098	27.12	38.24	11.12
Aldi Clifton Road	1125	900	7630	6.87	0.00	-6.87
Lidl Bristol Rd	940	800	3895	3.12	6.14	3.02
Lidl Eastern Ave	622	528	3895	2.06	12.28	10.23
Morrison Metz Way	3279	2459	12036	29.60	15.82	-13.77
Morrison Kings Hill	2327	1559	12036	18.76	0.24	-18.52
Sainsbury Barton St	274	247	13243	3.27	0.29	-2.98
Tesco Churchdown	1071	983	11098	10.91	5.78	-5.13
Gloucester Other				0.00		
<b>Total Gloucester</b>		<b>28148</b>		<b>320.20</b>	<b>334.80</b>	<b>14.60</b>
<b>Tewkesbury</b>						
Tesco - Town Centre	974	877	11098	9.73	14.91	5.18
Co-op High St	780	741	7448	5.52	0.62	-4.90
<i>Other</i>						
<i>District centre</i>						
Co-op Northway	836	794	7448	5.92	2.38	-3.53
<i>Stores Outside Town / District Centres</i>						
Morrisons Ashchurch Rd	2323	1975	12036	23.77	20.18	-3.59
Aldi Gloucester Rd Tewkesbury	1050	892	7630	6.81	21.04	14.23
<b>Tewkesbury Total</b>				<b>51.73</b>	<b>59.13</b>	<b>7.40</b>
<b>Bishops Cleeve</b>						
<i>Other</i>						
Lidl	1132	906	3895	3.53	17.09	13.57
Tesco	2106	1685	11098	18.70	26.65	7.95
<b>Bishops Cleeve Total</b>				<b>22.23</b>	<b>43.74</b>	<b>21.51</b>
<b>Winchcombe</b>						
<i>Co-op</i>						
Other	90	81	7448	0.60	2.73	2.13
<b>Winchcombe Total</b>				<b>0.60</b>	<b>2.73</b>	<b>2.13</b>

Sources: Floorspace - from IGD Directory, DPDS Survey and Planning Applications

Sales Density - Verdict Grocery Retailers

Benchmark Turnover = Convenience goods floorspace x sales density

Survey Derived Turnover - Table 9

Difference = Survey Derived minus Benchmark Turnover

**Cheltenham, Gloucester and Tewkesbury Retail Study -2015 Update**

**Table 10 Convenience goods turnover summary 2015**

<b>Location</b>	<b>Turnover £m</b>
Cheltenham town centre	69.72
Cheltenham Other	227.79
<b>Cheltenham Total</b>	<b>297.51</b>
Gloucester City Centre	18.48
Gloucester Quedgeley	44.63
Gloucester Quays	0.78
Gloucester Other	309.76
<b>Gloucester Total</b>	<b>373.65</b>
Tewkesbury	61.43
Bishops Cleeve	46.24
Winchcombe	3.56
Internet	91.26
Elsewhere Study Area	474.54
Elsewhere	65.86
<b>Total</b>	<b>1414.04</b>

Source: From Table 8 (aggregated)

Cheltenham, Gloucester and Tewkesbury Retail Study -2015 Update

Table 11 - Convenience Capacity Cheltenham

	2015	2016	2021	2026	2031	2036
<b>Total available expenditure in the Study Area £m</b>	<b>1404.05</b>	<b>1410.60</b>	<b>1467.06</b>	<b>1519.78</b>	<b>1567.84</b>	<b>1617.47</b>
Non-store sales (Special forms of trading) £m	91.26	104.38	173.11	208.21	244.58	279.82
%	0.065	0.074	0.118	0.137	0.156	0.173
Adjustment (for internet trading through retail floorspace)	45.628	52.192	86.557	104.105	122.292	139.912
<b>Total available expenditure excl 50% of non-store sales £m</b>	<b>1358.42</b>	<b>1358.41</b>	<b>1380.51</b>	<b>1415.68</b>	<b>1445.55</b>	<b>1477.56</b>
Turnover of stores in Cheltenham £m	297.51	296.32	293.96	293.67	293.67	293.67
Market Share (of in-store sales)	22%	22%	22%	22%	22%	22%
<b>Turnover potential (£m)</b>	<b>297.51</b>	<b>297.51</b>	<b>302.35</b>	<b>310.05</b>	<b>316.60</b>	<b>323.61</b>
Overtrading (£m)	-1.55	-1.55	-1.55	-1.55	-1.55	-1.55
<b>Expenditure capacity (£m)</b>	<b>-1.55</b>	<b>-0.37</b>	<b>6.84</b>	<b>14.83</b>	<b>21.38</b>	<b>28.39</b>
<b>Floorspace Requirement @ £12000/sq m</b>	<b>-129</b>	<b>-31</b>	<b>577</b>	<b>1252</b>	<b>1805</b>	<b>2397</b>

Sources: Total available expenditure - from Table 4a

Non-store sales -2015 from Table 9

% 2015 calculated Non-store sales/Total available x100

% Forecast years - adjusted for Experian Forecast of % Non-store trading

Adjustment for internet sales = % non-store sales x total available expenditure

Turnover of Stores - from Table 10

Market Share = Turnover of stores/Available Expenditure excluding 50% non-store sales

Turnover Potential = Available expenditure exc 50% non-store sales x market share

Overtrading - from Table 9

Expenditure Capacity = Turnover Potential plus overtrading

Floorspace Requirement = Expenditure Capacity/£12000 per sq m (adjusted for sales density increases - Experian 12.1 Addendum)

Cheltenham, Gloucester and Tewkesbury Retail Study -2015 Update

Table 12 - Convenience Capacity Gloucester

	2015	2016	2021	2026	2031	2036
<b>Total available expenditure in the Study Area £m</b>	<b>1404.05</b>	<b>1410.60</b>	<b>1467.06</b>	<b>1519.78</b>	<b>1567.84</b>	<b>1617.47</b>
Non-store sales (Special forms of trading) £m	91.26	104.38	173.11	208.21	244.58	279.82
%	0.065	0.074	0.118	0.137	0.156	0.173
Adjustment (for internet trading through retail floorspace)	45.628	52.192	86.557	104.105	122.292	139.912
<b>Total available expenditure excl 50% of non-store sales £m</b>	<b>1358.42</b>	<b>1358.41</b>	<b>1380.51</b>	<b>1415.68</b>	<b>1445.55</b>	<b>1477.56</b>
Turnover of stores in Gloucester £m	373.65	372.15	369.18	368.81	368.81	368.81
Market Share (of in-store sales)	28%	28%	28%	28%	28%	28%
<b>Turnover potential (£m)</b>	<b>373.65</b>	<b>373.64</b>	<b>379.72</b>	<b>389.40</b>	<b>397.61</b>	<b>406.42</b>
Overtrading (£m)	14.60	14.60	14.60	14.60	14.60	14.60
<b>Expenditure capacity (£m)</b>	<b>14.60</b>	<b>16.09</b>	<b>25.14</b>	<b>35.18</b>	<b>43.40</b>	<b>52.20</b>
<b>Floorspace Requirement @ £12000/sq m Sq m</b>	<b>1217</b>	<b>1346</b>	<b>2120</b>	<b>2967</b>	<b>3664</b>	<b>4407</b>

Sources: Total available expenditure - from Table 4a

Non-store sales -2015 from Table 9

% 2015 calculated Non-store sales/Total available x100

% Forecast years - adjusted for Experian Forecast of % Non-store trading

Adjustment for internet sales = % non-store sales x total available expenditure

Turnover of Stores - from Table 10

Market Share = Turnover of stores/Available Expenditure excluding 50% non-store sales

Turnover Potential = Available expenditure exc 50% non-store sales x market share

Overtrading - from Table 9

Expenditure Capacity = Turnover Potential plus overtrading

Floorspace Requirement = Expenditure Capacity/£12000 per sq m (adjusted for sales density increases - Experian 12.1 Addendum)



Table 13 Convenience Capacity Tewkesbury

	2015	2016	2021	2026	2031	2036
<b>Total available expenditure in the Study Area £m</b>	<b>1404.05</b>	<b>1410.60</b>	<b>1467.06</b>	<b>1519.78</b>	<b>1567.84</b>	<b>1617.47</b>
Non-store sales (Special forms of trading) £m	91.26	104.38	173.11	208.21	244.58	279.82
%	0.065	0.074	0.118	0.137	0.156	0.173
Adjustment (for internet trading through retail floorspace)	45.628	52.192	86.557	104.105	122.292	139.912
<b>Total available expenditure excl 50% of non-store sales £m</b>	<b>1358.42</b>	<b>1358.41</b>	<b>1380.51</b>	<b>1415.68</b>	<b>1445.55</b>	<b>1477.56</b>
Turnover of stores in Tewkesbury £m	61.43	61.19	60.70	60.64	60.64	60.64
Market Share (of in-store sales)	4.52%	4.52%	4.52%	4.52%	4.52%	4.52%
<b>Turnover potential (£m)</b>	<b>61.43</b>	<b>61.43</b>	<b>62.43</b>	<b>64.02</b>	<b>65.37</b>	<b>66.82</b>
Overtrading (£m)	7.40	7.40	7.40	7.40	7.40	7.40
<b>Expenditure capacity (£m)</b>	<b>7.40</b>	<b>7.65</b>	<b>9.13</b>	<b>10.78</b>	<b>12.13</b>	<b>13.58</b>
<b>Floorspace Requirement @ £12000/sq m</b>	<b>617</b>	<b>640</b>	<b>770</b>	<b>910</b>	<b>1025</b>	<b>1147</b>

Sources: Total available expenditure - from Table 4a

Non-store sales -2015 from Table 9

% 2015 calculated Non-store sales/Total available x100

% Forecast years - adjusted for Experian Forecast of % Non-store trading

Adjustment for internet sales = % non-store sales x total available expenditure

Turnover of Stores - from Table 10

Market Share = Turnover of stores/Available Expenditure excluding 50% non-store sales

Turnover Potential = Available expenditure exc 50% non-store sales x market share

Overtrading - from Table 9

Expenditure Capacity = Turnover Potential plus overtrading

Floorspace Requirement = Expenditure Capacity/£12000 per sq m (adjusted for sales density increases - Experian 12.1 Addendum)

Table 14 Convenience Capacity Bishops Cleeve

	2015	2016	2021	2026	2031	2036
<b>Total available expenditure in the Study Area £m</b>	<b>1404.05</b>	<b>1410.60</b>	<b>1467.06</b>	<b>1519.78</b>	<b>1567.84</b>	<b>1617.47</b>
Non-store sales (Special forms of trading) £m	91.26	104.38	173.11	208.21	244.58	279.82
%	0.065	0.074	0.118	0.137	0.156	0.173
Adjustment (for internet trading through retail floorspace)	45.628	52.192	86.557	104.105	122.292	139.912
<b>Total available expenditure excl 50% of non-store sales £m</b>	<b>1358.42</b>	<b>1358.41</b>	<b>1380.51</b>	<b>1415.68</b>	<b>1445.55</b>	<b>1477.56</b>
Turnover of stores in Bishops Cleeve £m	46.24	46.05	45.69	45.64	45.64	45.64
Market Share (of in-store sales)	3.40%	3.40%	3.40%	3.40%	3.40%	3.40%
Turnover potential (£m)	46.24	46.24	46.99	48.19	49.20	50.29
Overtrading (£m)	21.51	21.51	21.51	21.51	21.51	21.51
<b>Expenditure capacity (£m)</b>	<b>21.51</b>	<b>21.70</b>	<b>22.82</b>	<b>24.06</b>	<b>25.08</b>	<b>26.17</b>
<b>Floorspace Requirement @ £12000/sq m</b>	<b>1793</b>	<b>1815</b>	<b>1924</b>	<b>2031</b>	<b>2117</b>	<b>2209</b>

Sources: Total available expenditure - from Table 4a

Non-store sales -2015 from Table 9

% 2015 calculated Non-store sales/Total available x100

% Forecast years - adjusted for Experian Forecast of % Non-store trading

Adjustment for internet sales = % non-store sales x total available expenditure

Turnover of Stores - from Table 10

Market Share = Turnover of stores/Available Expenditure excluding 50% non-store sales

Turnover Potential = Available expenditure exc 50% non-store sales x market share

Overtrading - from Table 9

Expenditure Capacity = Turnover Potential plus overtrading

Floorspace Requirement = Expenditure Capacity/£12000 per sq m (adjusted for sales density increases - Experian 12.1 Addendum)

Table 15 Convenience Capacity Winchcombe

	2015	2016	2021	2026	2031	2036
<b>Total available expenditure in the Study Area £m</b>	<b>1404.05</b>	<b>1410.60</b>	<b>1467.06</b>	<b>1519.78</b>	<b>1567.84</b>	<b>1617.47</b>
Non-store sales (Special forms of trading) £m	91.26	104.38	173.11	208.21	244.58	279.82
%	0.065	0.074	0.118	0.137	0.156	0.173
Adjustment (for internet trading through retail floorspace)	45.628	52.192	86.557	104.105	122.292	139.912
<b>Total available expenditure excl 50% of non-store sales £m</b>	<b>1358.42</b>	<b>1358.41</b>	<b>1380.51</b>	<b>1415.68</b>	<b>1445.55</b>	<b>1477.56</b>
Turnover of stores in Winchcombe £m	3.56	3.54	3.52	3.51	3.51	3.51
Market Share (of in-store sales)	0.26%	0.26%	0.26%	0.26%	0.26%	0.26%
<b>Turnover potential (£m)</b>	<b>3.56</b>	<b>3.56</b>	<b>3.62</b>	<b>3.71</b>	<b>3.79</b>	<b>3.87</b>
Overtrading (£m)	2.13	2.13	2.13	2.13	2.13	2.13
<b>Expenditure capacity (£m)</b>	<b>2.13</b>	<b>2.14</b>	<b>2.23</b>	<b>2.32</b>	<b>2.40</b>	<b>2.49</b>
<b>Floorspace Requirement @ £12000/sq m</b>	<b>177</b>	<b>179</b>	<b>188</b>	<b>196</b>	<b>203</b>	<b>210</b>

Sources: Total available expenditure - from Table 4a

Non-store sales -2015 from Table 9

% 2015 calculated Non-store sales/Total available x100

% Forecast years - adjusted for Experian Forecast of % Non-store trading

Adjustment for internet sales = % non-store sales x total available expenditure

Turnover of Stores - from Table 10

Market Share = Turnover of stores/Available Expenditure excluding 50% non-store sales

Turnover Potential = Available expenditure exc 50% non-store sales x market share

Overtrading - from Table 9

Expenditure Capacity = Turnover Potential plus overtrading

Floorspace Requirement = Expenditure Capacity/£12000 per sq m (adjusted for sales density increases - Experian 12.1 Addendum)

**Cheltenham, Gloucester and Tewkesbury Retail Study -2015 Update**

**Table 16 - Summary Table - Capacity Sq m (Net sales)**

Location	Convenience					2036
	2015	2016	2021	2026	2031	
Cheltenham	-129	-31	577	1252	1805	2397
Gloucester	1217	1346	2120	2967	3664	4407
Tewkesbury	617	640	770	910	1025	1147
Winchcombe	177	179	188	196	203	210
Bishops Cleeve	1793	1815	1924	2031	2117	2209

Source - from Tables 11-15

## **Appendix 6: Planning Commitments**

Cheltenham Gloucester and Tewkesbury Retail Study 2015 Update

Appl No	Location	Floorspace Sq m Gross	Net Comp Sq m	Net Conv Sq m	Comment	Further comment
<b>Cheltenham</b>						
13/00827	Haines and Strange site - Chelt	257	193		Under construction	
12/01612/FUL	Morrisons North Place	6531	1355	2462	Technical Start	Morrisons announced not going ahead. Legal dispute resolved end of 2
14/00182/FUL	Lower High St /Brewery Phase 11	1134	907		Under construction	There are earlier permissions which are superseded
13/02174/FUL	Conv. Unit Cirencester Rd	372		280	Under construction	Convenience store + 2 A3 units
15/00501/CLPUD & 1	Beechwood Place Shopping Centre	9000	140		Not Started	
12/00432/FUL	109 High Street	440	54		Under construction	
12/01058/COU	264 London Road	30	30		Not Started	
10/01101/FUL	4 Regent Street	230	20		Under construction	
11/00392/FUL	White Stuff Limited, 102 - 104 Promenade	392	392		Not Started	
11/01646/TIME	88 Tennyson Road	60	60		Not Started	
	Land Between 40 And 42					
13/01636/FUL	Edinburgh Place	117	117		Not Started	
11/01782/FUL	363 High Street	36	36		Not Started	
14/00159/FUL	Tesco Stores Ltd, Colletts Drive	18		18	Not Started	
			<b>3304</b>	<b>2760</b>		
<b>Gloucester</b>						
11/00873/FUL	St Oswalds: Tesco		4683	4733	Technical Start	Floorspace from conditions
11/01292/FUL	Peel Centre Former Cinema	4207			Expired 10/12/15?	WYG considers there has been a technical start
13/01261/OUT	Costco	13025	1596	2963		35% Retail 35/65 comparsion/convenience split
			<b>6279</b>	<b>7696</b>		
<b>Tewkesbury</b>						
12/00640/FUL	Sainsbury Ashchurch	6338	1157	2699	Floorspace from conditions	
13/00090/FUL	Town Hall High Street Winchcombe	16	16			
13/01041/FUL	Mill Parade Church Road Bishops Cleeve	270	242			
14/00568/FUL	Allied Mills, Tewkesbury		109			Retail element in mixed use conversion of mill building in town centre
14/00694/FUL	Homelands (Phase 1B), Bishops Cleeve			448		Local centre retail area as part of scheme for 450 dwellings
10/01216/OUT	Cleevelands, Bishops Cleeve			475		Local centre retail area as part of scheme for 550 dwellings. No reserved matters for phase including retail yet
14/00500/FUL	Castle House, Greet Rd	767		378		Convenience store development from design and access statement
			<b>1524</b>	<b>4000</b>		
<b>Pending</b>						
15/00321/OUT	Former BMW site Tewkesbury Rd Cheltenham	3892	3114		Three retail units + gym and and pub	
13/01003/OUT	Factory Outlet Centre Junction 9	24395	19896		FOC (13436 sq m net sales) and Garden Centre ( 6460 s qm net sales)	

## **Appendix 7: Market Shares by Zone**

Cheltenham, Gloucester and Tewkesbury Retail Study -2015 Update

Turnover £m - Comparison Goods by Zone 2015

	Zone 1a	Zone 1b	Zone 1c	Zone 1d	Zone 2	Zone 3a	Zone 3b	Zone 4	Zone 5a	Zone 5b	Zone 5c	Zone 5d	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Total
Cheltenham town centre	70.90	57.89	38.84	81.14	22.14	24.56	16.32	20.90	4.23	2.41	22.56	17.90	3.16	40.92	28.69	13.94	9.17	4.48	1.92	1.08	<b>483.14</b>
Cheltenham out of centre	13.58	42.55	12.41	33.43	19.06	6.04	6.10	4.60	0.02	1.37	5.36	14.15	1.95	36.40	11.82	6.18	5.17	2.64	0.70	0.02	<b>223.52</b>
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Gloucester city centre	0.78	3.35	0.66	3.47	1.01	0.15	0.20	1.90	43.05	24.06	68.05	46.68	17.67	6.40	1.86	20.41	0.14	29.36	34.45	15.66	<b>319.29</b>
Gloucester Quedgeley	0.35	0.00	0.21	0.20	0.00	0.00	0.00	0.00	8.12	17.09	5.11	0.78	0.72	0.04	0.00	18.40	0.00	1.19	0.00	3.13	<b>55.33</b>
Gloucester Quays	0.70	0.94	0.14	1.31	0.72	0.19	0.01	0.69	10.75	11.17	19.52	6.13	2.44	3.85	0.49	10.70	0.30	5.10	0.59	3.57	<b>79.31</b>
Gloucester Other	0.13	0.29	0.42	1.37	0.10	0.00	0.01	1.14	21.83	10.22	56.72	29.70	9.69	3.83	1.20	15.84	0.05	14.21	5.53	3.38	<b>175.66</b>
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Tewkesbury	0.00	0.00	0.00	0.14	0.24	0.00	0.25	0.53	0.00	0.00	0.45	1.00	0.63	22.05	0.00	0.00	0.14	0.00	0.00	0.00	<b>25.43</b>
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Winchcombe	0.02	0.00	0.00	0.00	0.00	0.00	1.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	<b>1.74</b>
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Bishops Cleeve	1.68	0.44	0.28	0.00	9.01	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	<b>12.85</b>
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Elsewhere in Study Area	0.40	0.55	0.34	0.41	0.46	17.09	1.42	6.87	0.43	1.37	1.45	1.94	4.53	3.14	101.81	128.12	71.49	7.13	25.47	18.62	<b>393.03</b>
Internet/Mail Order	22.57	19.50	10.48	15.85	8.75	19.58	6.05	8.64	13.56	15.48	38.79	23.29	12.12	23.57	32.57	52.97	18.23	21.64	24.61	16.44	<b>404.69</b>
Elsewhere outside Study Area	5.98	7.04	4.28	2.77	2.45	26.64	1.75	2.74	4.62	8.88	8.35	7.18	5.80	17.46	50.93	36.81	39.52	12.32	33.67	34.91	<b>314.11</b>
<b>Total</b>	<b>117.09</b>	<b>132.56</b>	<b>68.05</b>	<b>140.08</b>	<b>63.94</b>	<b>94.25</b>	<b>34.11</b>	<b>48.02</b>	<b>106.61</b>	<b>92.03</b>	<b>226.36</b>	<b>148.75</b>	<b>58.72</b>	<b>158.56</b>	<b>229.38</b>	<b>303.62</b>	<b>144.22</b>	<b>98.06</b>	<b>126.93</b>	<b>96.81</b>	<b>2488.10</b>
<i>Cheltenham Total</i>	<i>84.48</i>	<i>100.44</i>	<i>51.25</i>	<i>114.57</i>	<i>41.19</i>	<i>30.60</i>	<i>22.42</i>	<i>25.50</i>	<i>4.25</i>	<i>3.78</i>	<i>27.92</i>	<i>32.05</i>	<i>5.11</i>	<i>77.32</i>	<i>40.51</i>	<i>20.12</i>	<i>14.34</i>	<i>7.13</i>	<i>2.62</i>	<i>1.09</i>	<b>706.66</b>
<i>Gloucester Total</i>	<i>1.95</i>	<i>4.58</i>	<i>1.42</i>	<i>6.35</i>	<i>1.83</i>	<i>0.34</i>	<i>0.22</i>	<i>3.74</i>	<i>83.75</i>	<i>62.54</i>	<i>149.40</i>	<i>83.29</i>	<i>30.53</i>	<i>14.12</i>	<i>3.55</i>	<i>65.34</i>	<i>0.49</i>	<i>49.85</i>	<i>40.57</i>	<i>25.74</i>	<b>629.59</b>



Cheltenham, Gloucester and Tewkesbury Retail Study -2015 Update

Market Shares Comparison Goods by Zone 2015

Zone	Total Expenditure £m	Gloucester Turnover £m	Gloucester Mark Sh %	Cheltenham Turnover £m	Cheltenham Mark Sh %	Tewkesbury Turnover £m	Tewkesbury Mark Sh %	Winchcombe Turnover £m	Winchcombe Mark Sh %	Bish Cleeve Turnover £m	Bish Cleeve Mark Sh %	Rest of SA Turnover £m	Rest of SA Mark Sh %	Internet Turnover £m	Internet Mark Sh %	Out of SA Turnover £m	Out of SA Mark Sh %
1a Cheltenham N.E.	117.09	1.95	1.7%	84.48	72.15%	0.00	0.00%	0.02	0.02%	1.68	1.44%	0.40	0.34%	22.57	19.28%	5.98	5.11%
1b Cheltenham N.W.	132.56	4.58	3.5%	100.44	75.77%	0.00	0.00%	0.00	0.00%	0.44	0.33%	0.55	0.42%	19.50	14.71%	7.04	5.31%
1c Cheltenham S.E.	68.05	1.42	2.1%	51.25	75.32%	0.00	0.00%	0.00	0.00%	0.28	0.41%	0.34	0.50%	10.48	15.40%	4.28	6.28%
1d Cheltenham S.W.	140.08	6.35	4.5%	114.57	81.79%	0.14	0.10%	0.00	0.00%	0.00	0.00%	0.41	0.29%	15.85	11.31%	2.77	1.98%
2 Bishops Cleeve	63.94	1.83	2.9%	41.19	64.43%	0.24	0.38%	0.00	0.00%	9.01	14.09%	0.46	0.72%	8.75	13.68%	2.45	3.83%
3a Cotswold North	94.25	0.34	0.4%	30.60	32.46%	0.00	0.00%	0.00	0.00%	0.00	0.00%	17.09	18.13%	19.58	20.78%	26.64	28.27%
3b Winchcombe	34.11	0.22	0.7%	22.42	65.73%	0.25	0.72%	1.47	4.30%	0.53	1.57%	1.42	4.17%	6.05	17.73%	1.75	5.13%
4 Cotswold South	48.02	3.74	7.8%	25.50	53.10%	0.53	1.10%	0.00	0.00%	0.00	0.00%	6.87	14.31%	8.64	18.00%	2.74	5.70%
5a Gloucester Central	106.61	83.75	78.6%	4.25	3.99%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.43	0.40%	13.56	12.72%	4.62	4.33%
5b Gloucester South	92.03	62.54	68.0%	3.78	4.10%	0.00	0.00%	0.00	0.00%	0.00	0.00%	1.37	1.48%	15.48	16.82%	8.88	9.65%
5c Gloucester East	226.36	149.40	66.0%	27.92	12.33%	0.45	0.20%	0.00	0.00%	0.00	0.00%	1.45	0.64%	38.79	17.14%	8.35	3.69%
5d Gloucester North	148.75	83.29	56.0%	32.05	21.54%	1.00	0.67%	0.00	0.00%	0.00	0.00%	1.94	1.30%	23.29	15.66%	7.18	4.83%
6 Forest North	58.72	30.53	52.0%	5.11	8.70%	0.63	1.07%	0.00	0.00%	0.00	0.00%	4.53	7.72%	12.12	20.65%	5.80	9.88%
7 Tewkesbury	158.56	14.12	8.9%	77.32	48.76%	22.05	13.90%	0.00	0.00%	0.91	0.57%	3.14	1.98%	23.57	14.87%	17.46	11.01%
8 Evesham	229.38	3.55	1.5%	40.51	17.66%	0.00	0.00%	0.00	0.00%	0.00	0.00%	101.81	44.39%	32.57	14.20%	50.93	22.21%
9 Stroud	303.62	65.34	21.5%	20.12	6.63%	0.00	0.00%	0.25	0.08%	0.00	0.00%	128.12	42.20%	52.97	17.45%	36.81	12.12%
10 Cirencester	144.22	0.49	0.3%	14.34	9.94%	0.14	0.10%	0.00	0.00%	0.00	0.00%	71.49	49.57%	18.23	12.64%	39.52	27.41%
11 Forest Central	98.06	49.85	50.8%	7.13	7.27%	0.00	0.00%	0.00	0.00%	0.00	0.00%	7.13	7.27%	21.64	22.06%	12.32	12.56%
12 Forest South	126.93	40.57	32.0%	2.62	2.06%	0.00	0.00%	0.00	0.00%	0.00	0.00%	25.47	20.06%	24.61	19.39%	33.67	26.53%
13 Cam/Dursley	96.81	25.74	26.6%	1.09	1.13%	0.00	0.00%	0.00	0.00%	0.00	0.00%	18.62	19.23%	16.44	16.98%	34.91	36.06%
<b>Total</b>	<b>2488.10</b>	<b>629.59</b>	<b>25.3%</b>	<b>706.66</b>	<b>28.40%</b>	<b>25.43</b>	<b>1.02%</b>	<b>1.74</b>	<b>0.07%</b>	<b>12.85</b>	<b>0.52%</b>	<b>393.03</b>	<b>15.80%</b>	<b>404.69</b>	<b>16.26%</b>	<b>314.11</b>	<b>12.62%</b>