

# 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

- 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.
- 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.
- 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**

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.

- 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.
- 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.
- 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

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.
- The next line down is the total turnover of the main settlements. The figures for 2015 are taken 2.28 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.

- 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 Tabvles 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		Comparis	on Gds Ne	t 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

#### Convenience goods

Location		Convenier	nce Gds Ne	et Sales sq n	n
	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

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.

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

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



#### 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		20	015 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%
Cheltenham total	1767.8	520.05	29.42%	2488.1	706.67	28.40%	-1.02%
Gloucester City Centre	1767.8	261.29	14.78%	2488.1	31929	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%
Gloucester total	1767.8	410.92	23.24%	2488.1	629.65	25.30%	2.06%
Tewkesbury	1767.8	25.82	1.46%	2488.1	25.43	1.02%	-0.44%
Winchcombe	1767.8	2.53	0.14%	2488.1	1.74	0.07%	-0.07%
Bishops Cleeve	1767.8	5.49	0.31%	2488.1	12.85	0.52%	0.21%

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

Non-bulky Goods	Bulky Goods
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)

Settlement			Compari	son	
	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

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.

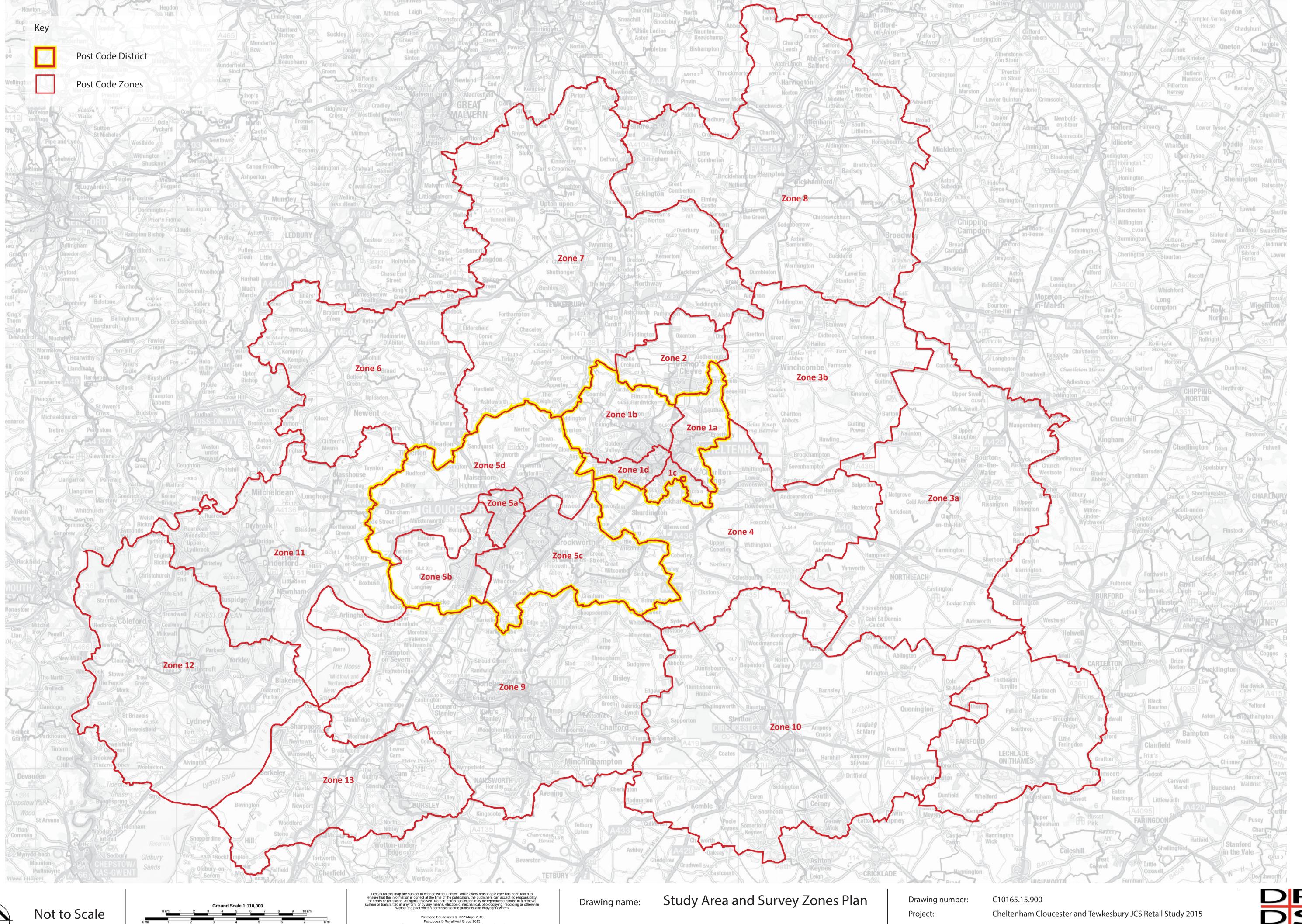
The recalculation affects the market shares for bulky and non-bulky goods when considered separately. The original and revised figures are shown below.

Settlement	Dec	2015	Februa	ry 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%

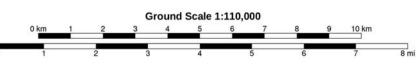
During the course of this work, it was discovered that in updating the base year estimates (2015) in line with RPBN13, the estimated turnovers summarised in Table 6 had not been adjusted to take account of the slight downward revision of the spending estimates for 2015 in RPBN 13 compared with RPBN 12. 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.

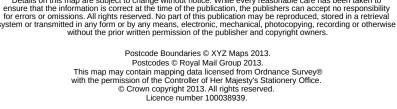


### **Appendix 2: Study Area and Household Survey Zones**









Revsion:

Rev A

Date:

29.07.15





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

Q01 Where would you regard as Bishops Cleeve 1.3% Bristol 0.6%	youi	(Chelter NE)		`	nham	Cheltenh	om														
Bishops Cleeve 1.3% Bristol 0.6%	youi			NV	$\mathcal{D}$	SE)	laiii	(Cheftein SW)	am	(Bishop Cleeve)		(Cotswo North		(Winchco	mbe	(Cotswe South		(Glouce Centra		(Glouce South	
Bishops Cleeve 1.3% Bristol 0.6%	you		,			,	aha.			Olecve)	·	110111	,	,		South	-,	Centre		South	,
Bristol 0.6%		nouser	ioia S	WAIN	own ce	entre for	Snop	pping?													
	26		2		0	1.4%	1	0.0%	0	39.7%	19	0.0%	0		2	0.0%	0	0.0%	0		0
	11	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
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 26.9%	541	94.0%	84	90.8%	114	92.9%	46	94.5%	94	58.4%	27	33.7%	22	63.6%	14	63.9%	19	2.0%	2	5.5%	4
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
inderford 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
irencester 5.4%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	27.9%	8	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	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%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	2
Oursley 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	0.0%	0	0.0%	0
Evesham 6.3%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Floucester 24.3%	489	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	97.2%	105	59.7%	47
ereford 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
ydney 3.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
onmouth 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
Ioreton in Marsh 0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ilsworth 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
ewport 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
xford 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
ershore 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
oss on Wye 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
ow on the Wold 0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0
ratford upon Avon 1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
oud 9.7%	195	0.0%	0	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
vindon 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
wkesbury 3.8%	76	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
oton-on-Severn 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
nchcombe 0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	4	0.0%	0	0.0%	0	0.0%	0
orcester 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
beymead 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
inbury 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
ath Road, Cheltenham 0.1%	2		0		0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0		0
erkeley 0.3%	6		0	0.00	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
ourton-on-the-Water 0.2%	3		0		0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.6%	0	0.0%	0	0.0%	0		0
rockworth 0.3%	7	0.070	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Cabot Circus, 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
am 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
harlton Kings 0.1%	2		0		0	2.1%	1	0.0%	0	0.0%	0	0.0%	0		0	1.8%	1	0.0%	0		0
hurchdown 0.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0
rybrook 0.0%	1		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0
allagher Retail Park, 0.1% Cheltenham	2	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
retton 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
atherley 0.1%	2	0.0%	0	1.0%	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
	1		0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0

-																							
	Tota		Zone 1 (Cheltenl NE)		Zone 1 (Chelten NW)	ham	Zone 10 (Cheltenh SE)		Zone i (Chelten SW)	ham	Zone (Bisho Cleev	ps	Zone (Cotsw Nort	olds		ne 3B hcom		Zone (Cotswe Soutl	olds	Zone : (Glouce Centr	ster	Zon (Glou Sou	cester
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%	5 0
Ledbury	0.0%	3	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		
London	0.3% 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		, ,
Newent		10		-							0.0%	-											
Northleach	0.0%	0		0	0.00	0		0	0.0%	0	0.0%	0	0.5%	0			0	0.0%	0	0.0%	0		
Norton	0.0%	1	0.0%	0		0		0		0	0.0%	0	0.8%	1	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	0.6%	0	0.0%	0		
Prestbury	0.1%	1	0.7%	1	0.0%	0		0	0.6%	1	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%		20.7%	
Shurdington	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0			0	0.8%	0	0.0%	0		
St Mark's	0.0%	1	0.0%	0		1	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%	5 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%	5 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		
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%	5 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%	5 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%	5 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%	5 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%	5 0
Don't know)	1.0%	19	1.9%	2	0.0%	0		0	0.0%	0	0.0%	0	1.5%	1	5.4	%	1	0.6%	0	0.0%	0		
Weighted base:		2009		89		126		49		100		47		65			22		30		108		78
ample:		2008		100		100		101		100		103		100		1	100		101		100		100
Q02 How do you usually	travel t	o 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		2		4		5	7.2%	3	7.6%	5			1	5.2%	2		7		
Walk	15.9%	319			19.4%	24			25.9%		15.5%	7	14.0%		14.8		3	1.9%	1	36.1%	39		
Bus	9.4%	188	9.3%		22.9%	29			13.3%		10.4%	5	2.2%	1			0	9.6%	3	9.5%	10		
Гахі	0.4%	8		0		4	0.0%	0		1	0.0%	0	0.0%	0			0	0.6%	0	0.0%	0		
Cycle	0.8%	17	5.2%	5		1	2.4%	1	0.8%	1	1.5%	1	0.0%	0			0	0.0%	0	0.8%	1	0.0%	
Train	0.7%	13	0.0%	0		1	0.0%	0		0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0		
Motorcycle	0.1%	3	0.0%	0		1	0.0%	0		1	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0		
Park and Ride	0.3%	6		0		1	0.0%	0		0	0.6%	0	0.0%	0			0	0.6%	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		
Mobility scooter / wheelchair	0.2%	4	0.7%	1	0.0%	0		0	0.0%	0	0.0%	0	0.5%	0			0	0.0%	0	0.0%	0		
Don't know / varies)	2.3%	46	1.1%	1	1.4%	2		3	3.6%	4	3.0%	1	1.3%	1	3.6		1	8.4%	2		11	1.6%	
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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	Tota		Zone 1 (Chelten NE)	ham	Zone 1 (Chelten NW)	ham (	Zone 1 (Chelten SE)		Zone 1 (Chelten SW)	ham	Zone (Bisho Cleev	ps	Zone (Cotswe	olds (	Zone : (Winche		Zone (Cotsw South	olds	Zone : (Glouce Centr	ster	Zone : (Glouce South	ster	
Mean score: [Numb	ber of vis	its pe	r week]																				
Q03AHow often do you v Those that said 'Chelte			m Towr	Cent	re?																		
Everyday More than once a week Once a week Once a week Once e every two weeks Once a month Never (Don't know) Mean:	7.5% 22.5% 27.7% 17.2% 22.2% 2.7% 0.3%	122 150 93	13.9% 30.1% 32.2% 8.7% 12.2% 2.2% 0.7%	25 27 7	6.1% 26.3% 33.3% 12.1% 19.7% 2.4% 0.0%	14		14 14 11	14.4% 25.4% 23.8% 14.3% 18.3% 3.8% 0.0%	13	7.9% 7.2% 24.0% 32.1% 23.4% 4.1% 1.3%	9	25.0% 30.5% 0.0%	8 5	19.0% 38.7% 16.7% 12.2%			1 5 5 6 1 1 0	0.0% 50.0% 0.0% 50.0% 0.0% 0.0% 0.0%	1	0.0% 23.2% 39.5% 37.3% 0.0%	0 0 1 2 2 0 0 0	
Weighted base: Sample:		541 668		84 93		114 93		46 91		94 92		27 56		22 30		14 57		19 67		2 2		4 7	
Q04AOverall, how do you Those that visit Chelter Range and choice	enham Tow	n Cent	re at Q0.		of Che	tenha	ım Tow	n Cen	tre? [PF	<b>!</b> ]													
Those that visit Chelter  Range and choice of  Very Good  Poor  Very poor  Don't Know	enham Tow	n Cent od sh 180 309 25 5 7	re at Q0.	23 55 2 1	28.5% 56.3% 11.2%	32 63 13 2 3	22.4% 71.2% 2.2% 0.8% 3.4%	10 32 1 0 2	26.4% 65.5% 6.8% 0.6% 0.6%	24 59 6 1	44.1% 51.9% 4.0% 0.0% 0.0%	14 1 0 0	33.9% 62.7% 0.0% 1.5% 2.0%	14 0 0 0	1.0%	9 0 0 0		10 1 0 0	50.0% 50.0% 0.0% 0.0%	0 0 0	0.0%	3 1 0 0 0	
Those that visit Chelter Range and choice of the Service of the Se	of non-fo 34.2% 58.7% 4.7% 1.0%	n Cent od sh 180 309 25 5	27.9% 66.8% 2.4% 1.5%	23 55 2	28.5% 56.3% 11.2% 1.4%	32 63 13 2	22.4% 71.2% 2.2% 0.8%	10 32 1 0	26.4% 65.5% 6.8% 0.6%	24 59 6 1	51.9% 4.0% 0.0%	14 1 0	62.7% 0.0% 1.5%	14 0 0	66.4% 1.3% 1.0%	9 0 0	59.6% 7.4% 1.0%	10 1 0	50.0% 0.0% 0.0%	0	32.3% 0.0% 0.0%	1 0 0	
	of non-fo 34.2% 58.7% 4.7% 1.0% 1.4%	n Cent od sh 180 309 25 5 7 1.22 527 639	re at Q0.  27.9% 66.8% 2.4% 1.5% 1.5%	23 55 2 1 1.19 82	28.5% 56.3% 11.2% 1.4%	32 63 13 2 3 1.02	22.4% 71.2% 2.2% 0.8%	10 32 1 0 2 1.16 45	26.4% 65.5% 6.8% 0.6%	24 59 6 1 1 1.11	51.9% 4.0% 0.0%	14 1 0 0 1.36 26	62.7% 0.0% 1.5%	14 0 0 0 1.30 22	66.4% 1.3% 1.0%	9 0 0 0 1.25 14	59.6% 7.4% 1.0%	10 1 0 0 1.14 17	50.0% 0.0% 0.0%	0 0 0 1.50 2	32.3% 0.0% 0.0%	1 0 0 0 1.68 4	
Those that visit Chelter  Range and choice of the state o	of non-fo 34.2% 58.7% 4.7% 1.0% 1.4%	180 309 25 5 7 1.22 527 639	re at Q0.  27.9% 66.8% 2.4% 1.5% 1.5%	23 55 2 1 1 1.19 82 90	28.5% 56.3% 11.2% 1.4%	32 63 13 2 3 1.02 112 90	22.4% 71.2% 2.2% 0.8% 3.4%	10 32 1 0 2 1.16 45 89	26.4% 65.5% 6.8% 0.6% 0.6%	24 59 6 1 1 1.11 90 88 51 22 2	51.9% 4.0% 0.0%	14 1 0 0 1.36 26 54	62.7% 0.0% 1.5% 2.0% 28.9% 44.5%	14 0 0 0 1.30 22 30	66.4% 1.3% 1.0% 1.0% 20.9% 56.9% 17.2% 4.0%	9 0 0 0 1.25 14 53	59.6% 7.4% 1.0% 0.0% 26.1% 45.2% 24.0% 1.6%	10 1 0 0 1.14 17 60	50.0% 0.0% 0.0%	0 0 0 1.50 2 2 2	32.3% 0.0% 0.0% 0.0% 37.0% 37.3% 11.6%	1 0 0 0 1.68 4	

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	Tota		Zone i (Chelten NE)	nham )	NW	nham )	SE)	ham	SW)	ham	Zone (Bisho Cleev	ps	Zone (Cotsw Nort	olds (	Zone : (Winche		Zone (Cotswo	olds	Zone : (Glouce Centr	ester	Zone (Glouc Sout	ester
Choice and quality	y of servi	ce fac	ilities (e	g. Ba	nks, bu	ilding	societie	es, an	d travel	agen	ts)											
Very Good Good Poor Very poor Don't Know Mean: Weighted base:	28.1% 59.9% 4.1% 0.5% 7.4%	148 315 21 3 39 1.20 527 639	69.1% 3.3% 1.1%		0.7%	36 66 6 1 3 1.19 112 90			23.7% 68.7% 6.3% 0.6% 0.6%		39.0% 50.7% 5.4% 1.6% 3.2%		30.4% 54.6% 0.0% 0.0% 15.0%							1 0 0 0 1.50 2 2	0.0% 11.6%	2 2 0 0 1 1.48 4 7
Sample:		039		90		90		89		00		34		30		33		60		2		,
Range and choice	of leisur	e / en	tertainm	ent fa	cilities																	
Very Good Good Poor Very poor Don't Know	19.1% 52.1% 13.9% 0.9% 13.9%	275 73 5	12.0%	46		27 59 15 1	26.6% 0.8%	22	13.1% 52.3% 22.0% 2.7% 9.9%		71.7% 10.5%	2 19 3 0 2		13 0 0	18.0% 65.5% 4.0% 0.0% 12.5%	1 0	52.6% 23.4%	1 9 4 0 3	100.0%		0.0%	1 3 0 0 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: Sample:		527 639		82 90		112 90		45 89		90 88		26 54		22 30		14 53		17 60		2 2		4 7
Accessibility by p	ublic tran	sport																				
Very Good Good Poor Very poor Don't Know Mean:	19.1% 46.9% 8.2% 4.6% 21.2%	24 112 0.86		31 8 8 15 0.71		10 1 30 1.06	8.0% 54.3% 16.5% 5.0% 16.3%	25 7 2 7 0.52		56 5 1 15 1.00	24.3% 59.1% 4.6% 2.7% 9.3%	1 1 2 1.08	46.4%	4 1 5 0.52	2.9% 46.4% 10.1% 11.1% 29.5%	6 1 2 4 0.28	18.6% 41.8% 9.2% 18.8% 11.5%	3 7 2 3 2 0.37	50.0% 0.0% 0.0%	0 0 1.50	39.8% 20.6% 0.0% 27.9% 11.6%	2 1 0 1 1 0.50
Weighted base: Sample:		527 639		82 90		112 90		45 89		90 88		26 54		22 30		14 53		17 60		2 2		4 7
Accessibility by c	ar																					
Very Good Good Poor Very poor Don't Know <i>Mean:</i>	14.2% 57.3% 13.5% 4.2% 10.8%	71 22	61.5% 13.1%	51 11 3	9.7% 48.9% 16.4% 7.3% 17.7%	11 55 18 8 20 0.45	26.2% 2.0%	29 12 1	14.8% 46.8% 12.2% 5.5% 20.7%	42	17.2% 61.5% 10.5% 4.6% 6.2%	5 16 3 1 2 0.81	0.0% 4.7%	14	28.9% 61.9% 3.7% 1.0% 4.4%	8 1	9.4% 59.9% 15.6% 13.0% 2.1%	2 10 3 2 0 0.38	100.0% 0.0% 0.0%	2		1 2 1 0 0

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	Tota		Zone (Chelter NE)	ıham	Zone (Chelten	ham	Zone (Chelter SE)	ıham	Zone (Chelter SW	ham	Zone (Bisho Cleev	ps	Zone (Cotsw Nort	olds (	Zone (Winche		Zone (Cotsw South	olds	Zone (Glouce Centr	ester	Zone (Glouce Sout	ester	
Adequacy of pa	arking arran	gemei	nts																				
Very Good	8.9%	47	2.6%	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			34.7%	39			43.8%		36.3%	10			62.4%		40.5%	7			34.8%	2	
Poor	24.1%		17.3%		24.4%	27			24.3%		28.2%	7	18.0%		23.5%		37.0%	6	0.0%		11.6%	1	
Very poor	13.0%		18.5%		14.7%		15.4%	7	6.8%		27.2%	7	9.4%	2	3.4%		14.1%	2			27.9%	1	
Oon't Know	10.6%	56	13.4%	11	20.6%	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	
Quality of the	environment																						
Very Good	23.7%	125	17.3%	14	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			66.5%	74			72.9%		49.6%	13	88.4%		85.1%		65.0%	11		1	60.2%	3	
Poor	4.9%	26		4		9		5	5.0%	4		1	3.9%	1	2.1%	0		1	0.0%	0		0	
Very poor	1.4%	8		2		3	0.0%	0	2.5%	2		0	0.0%	0		0		1	0.0%	0		0	
Oon't Know	1.1%	6	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	
Ease of pedest	rian moveme	ent ar	ound th	e cen	tre																		
Very Good	27.1%	143	16.1%	13	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	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		3	6.4%	6		1	7.2%	2			15.0%	3	0.0%	0		0	
Very poor	0.6%	3		2		0	1.7%	1	0.0%	0		0	1.5%	0	0.0%	0		0	0.0%	0		0	
Oon't Know	0.4%	2	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	
The level of pe	rsonal secur	ity an	d safety	,																			
Very Good	20.4%	107			20.0%		29.8%		16.6%		24.4%	6			17.3%		32.9%	6		1	60.5%	3	
Good	71.3%	376			70.4%	79		29			59.2%	16	79.9%		72.9%		57.4%	10		1	39.5%	2	
Poor	2.4%	13		1		4	1.5%	1	1.7%	1	8.4%	2	0.0%	0		0		1	0.0%	0		0	
Very poor	1.1%	6		4		1	1.2%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Oon't Know	4.8%	25	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 54		22 30		14 53		17 60		2		4	
Sample:		639		90		90		89		88										2		7	

By Zone Weighted:

### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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	Tota		Zone (Chelter NE	nham	Zone (Chelter NW	ham	Zone 1 (Chelten SE)	-	Zone 1 (Chelten SW)	ham	Zone (Bisho Cleev	ps	Zone (Cotsy Nor	volds	Zone (Wincho		Zone (Cotsw Sout	olds	Zone S (Glouce Centra	ster	Zone (Glouce Sout	ester
The quality of ever	ning ente	rtainn	nent																			
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

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### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

	Tota		Zone 1 (Chelten NE)	ham	Zone (Chelten	ham	Zone 1 (Chelten SE)	_	Zone 1 (Chelten SW)	ham	Zone : (Bisho) Cleeve	ps	(Cots	e 3A wolds rth)		Zone 3 Vinchco		Zone 4 (Cotswol South)	lds	Zone 5A (Glouceste Central)	r	Zone 5 (Glouces South	ster
Q05AWhat would encoura Those that said 'Chelter			it Chelto	enhaı	m Town	Centi	e more	often	? [MR]														
Nothing	51.0%	276	61.3%	52	50.5%	58	37.1%	17	47.0%	44	35.0%	10	63.6%	ó 14	4 6	57.5%	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%	ó (	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%	ó (	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%	<b>ó</b> 1	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%	6 (	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%	<b>ó</b> 1	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%	ó (	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%	6 (	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%	6 2	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%	6 (	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%	<b>ó</b> 1	1 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%	6 (	C	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%	ó (	O	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%	ó 3	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%	ó (	)	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%	ó (	)	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%	ó (	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	1.0%	0	0.0%	ó (	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%	ó (	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%	6 (	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%	ó (	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%	<b>ó</b> 1	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%	ó (	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%	<b>ó</b> 1	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%	<b>ó</b> 1	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%	6 (	)	0.0%	0	0.0%	0	0.0%	0	9.0%	0
(Don't know)	4.0%	22	0.7%	1		6	14.8%	7		5	2.3%	1	2.0%			1.3%	0	1.6%	0	0.0%		14.1%	1
Weighted base:	1.070	541	0.770	84	5.570	114	11.070	46	1.7/0	94	2.570	27	2.07	22		1.570	14	1.0/0	19	0.070	2	1 1.1 /0	4
Sample:		668		93		93		91		92		56		30			57		67		2		7

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	Total		Zone 1. (Cheltenh NE)		Zone 1 (Chelten NW)		Zone 10 (Cheltenh SE)		Zone 1 (Cheltenl SW)		Zone 2 (Bishop: Cleeve)	s	Zone 3 (Cotswo North	lds	Zo: (Wind	ne 3B chcom		Zone 4 (Cotswole South)	ds	Zone 5A (Gloucester Central)	r	Zone 51 (Gloucest South)	ter
Q06AWhat do you dislike Those that said 'Chelten			enham To	wn (	Centre?	[MR]																	
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	<b>'</b> %	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	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	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		1	0.0%	0		0		0	1.3%	0	0.0%	0			0	0.0%	0		0	11.6%	1
Γoo busy / crowded	0.8%	4	0.7%	1	0.9%	1	0.9%	0		1	1.6%	0	2.0%	0			0	0.0%	0	0.0%	0	0.0%	0
Γoo far from home	0.0%	0		0		0		0		0		0	0.0%	0			0	0.0%	0		0	0.0%	0
Γοο few pubs / quality restaurants / eating places	1.3%	7		0		1	0.0%	0		4		2	0.0%	0			0	0.0%	0		0	0.0%	0
Fraffic 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
Jnattractive 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	<b>'</b> %	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		1		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	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
ack of pedestrianised areas	0.3%	1	0.0%	0		0		0	0.0%	0		1	0.0%	0			0	1.0%	0	0.0%	0	0.0%	0
One way system	1.6%	9		2		0		2	1.6%	1	0.0%	0	4.7%	1	0.0		0	1.0%	0				1
Pavements needs fixing	1.0%	5		1		2		0	0.6%	1	1.0%	Ö	0.0%	0			0	3.9%	1	0.0%	0	0.0%	0
Shopping areas too far apart	0.4%	2		0		0		1	1.0%	1	0.0%	0	0.0%	0			0	1.0%	0		0	0.0%	0
The building work	1.4%	8		5		1	0.0%	0		1	3.1%	1	0.0%	0			0	0.0%	0	0.0%	0	0.0%	0
None mentioned)	0.5%	3		0		2		0		1	1.0%	0	0.0%	0			0	0.0%	0		0	0.0%	0
Don't know)	1.6%	9		5		1	0.0%	0		2		1	1.5%	0			0	0.0%	0		0	0.0%	0
Weighted base:		541		84		114		46		94		27		22	!		14		19		2		4

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	Tota	ıl	Zone 1 (Chelteni NE)		Zone 1 (Chelten NW)	ham	Zone 1 (Cheltenl SE)		Zone 1 (Cheltenh SW)		Zone 2 (Bishop Cleeve	ps	Zone 3/ (Cotswol	ds	Zone 3 (Winchco		Zone 4 (Cotswo South	lds	Zone 5A (Gloucester Central)	(	Zone 5B (Glouceste South)	
Q07Als Cheltenham yo Those that said 'Che			destinatio	on fo	r leisure	and	entertain	men	t facilitie	s?												
Yes No (Don't know) Weighted base: Sample:	79.7% 19.7% 0.6%	431 107 3 541 668	4.4%			100 13 1 114 93			82.4% 17.6% 0.0%		84.5% 14.5% 1.0%		52.9% 42.4% 4.7%		84.9% 15.1% 0.0%		72.8% 23.8% 3.5%		0.0%		65.3% 34.8% 0.0%	3 2 0 4 7
Q08AHave you used fa Those that said 'Che			enham fo	r the	followi	ng in	the last 1	12 m	onths? [F	PR]												
Pubs / Night Club	s																					
Yes No Don't know Weighted base: Sample:	58.4% 41.4% 0.2%	316 224 1 541 668	37.8% 0.0%			66 48 0 114 93	24.9%	34 11 0 46 91	25.1%		65.3% 31.6% 3.1%		37.2% 62.8% 0.0%		49.7% 50.3% 0.0%		55.8% 44.2% 0.0%		0.0%		65.3% 34.8% 0.0%	3 2 0 4 7
Restaurants		008		93		73		71		92		30		30		31		07		2		,
Yes No Don't know Weighted base: Sample:	82.4% 17.3% 0.3%	446 94 2 541 668	24.9% 0.9%			91 23 0 114 93	12.5%		88.3% 11.7% 0.0%		77.6% 19.3% 3.1%		75.6% 24.4% 0.0%		89.1% 10.9% 0.0%		71.9% 28.1% 0.0%	14 5 0 19 67	0.0% 0.0%	2 1 0 0 2 2	00.0% 0.0% 0.0%	4 0 0 4 7
Cinema																						
Yes No Don't know Weighted base: Sample:	62.9% 36.9% 0.2%	341 200 1 541 668	47.8% 0.0%			66 49 0 114 93			75.8% 24.2% 0.0%		65.2% 31.7% 3.1%		79.6% 20.4% 0.0%		75.1% 24.9% 0.0%		60.4% 39.6% 0.0%	11 8 0 19 67	0.0% 0.0%		27.9% 72.1% 0.0%	1 3 0 4 7
Theatre																						
Yes No Don't know Weighted base: Sample:	47.3% 52.5% 0.2%	256 284 1 541 668	53.1% 0.0%			45 69 0 114 93			60.5% 39.5% 0.0%		44.4% 52.5% 3.1%		55.6% 44.4% 0.0%		44.1% 55.9% 0.0%		50.1% 49.9% 0.0%	9 9 0 19 67	0.0% 0.0%		88.4% 11.6% 0.0%	4 1 0 4 7

-																						
	Tota		Zone 1 (Chelten NE)	ham	Zone 1 (Chelten NW)	ham	Zone 1 (Cheltenh SE)		Zone 11 (Cheltenh SW)		Zone 2 (Bishop Cleeve)	S	Zone 3 (Cotswo North	lds	Zone 3 (Winchco		Zone 4 (Cotswol South)	lds	Zone 5A (Gloucester Central)		Zone 5B Glouceste South)	
Bingo																						
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			100.0%	114		45			95.6%		100.0%		100.0%		100.0%				00.0%	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
Ten Pin Bowling																						
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			79.6%	91		35				15			71.8%		86.3%				00.0%	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%	C
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
Sports facilities of	r a health	club	or gym																			
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%	C
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 10	00.0%	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
Museum or art ga	llery																					
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 3	39.5%	2
No	65.6%	355		49	55.4%	63	49.7%	23				20			72.6%	10	64.9%	12	50.0%	1 6	50.5%	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
Any of the festiva	l venues																					
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 3	39.5%	2
No	56.8%	308			58.4%	67	32.3%		53.3%		41.3%	11			68.0%		36.2%	7			50.5%	3
Don't know	0.2%	1	0.0%	0	0.0%	0		0	0.0%	0	3.1%	1	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

**		1.		
W	eig	(N	ıec	1:

	Tota		Zone 1 (Chelten NE)	ham	Zone (Chelter NW	ham	Zone 1 (Chelten SE)	-	Zone 1 (Chelten SW)	ham	Zone (Bisho Cleev	ps	Zone (Cotswe North	olds (	Zone ( (Winche)		Zone (Cotswo South	olds	Zone 5 (Glouce Centra	ster	Zone (Glouc Sout	ester
Q08X Have you used faci Those that said 'Chelte			enham fo	or any	other i	easor	n in the	last 1	2 month	s, if s	o what	was it	? [MR]									
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		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: [Numb Q03BHow often do you v Those that said 'Glouc	risit Glou	iceste	_		?																	
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	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%		100.0%		34.1%	36		7
Once a week	24.2%	118	0.0%	0	0.0%	0	0.0%		100.0%	1	0.0%	0	0.0%	0	0.0%	0			19.2%	20		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			15.6%	16		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			14.4%		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		0		4		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
Mean:		1.46		0.00		0.00		0.00		1.00		0.00		0.00		0.00		2.00		1.88		1.25
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

Weighted: for DPDS September 2015

	Tota		Zone (Chelter	ham	Zone (Chelter	nham	Zone 1 (Chelten SE)	_	Zone Chelten SW	ham	Zone (Bisho Cleev	ps	Zone 3 (Cotswe	olds (	Zone Winche		Zone (Cotswe Soutl	olds	Zone (Glouce Centr	ester	Zone (Glouce Sout	ester
Mean score: [Ver	/ Good = 2	2, Goo				′			<b>2</b> ,	,	0100	-,	1,010	,	,		20412	)	001101	)	5040	)
Q04BOverall, how do y Those that visit Glou					of Glo	uceste	er City C	entre	? [PR]													
Range and choice	of non-fo	od sh	ops																			
Very Good Good Poor Very poor Don't Know	6.0% 58.5% 29.2% 3.2% 3.0%	29 277 139 15 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%	0 0 0 0	0.0% 100.0% 0.0% 0.0% 0.0%	0 1 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	100.0% 0.0% 0.0% 0.0% 0.0%		58.3% 31.3% 1.1%	4 58 31 1 5	21.9% 3.8%	4 28 10 2 1
Mean:		0.36		0.00		0.00		0.00		1.00		0.00		0.00		0.00		2.00		0.35		0.52
Weighted base: Sample:		474 396		0		0		0		1		0		0		0		0 1		100 93		45 57
Choice and qualit	y of supe	mark	ets																			
Very Good Good Poor Very poor Don't Know	10.8% 53.6% 28.2% 2.7% 4.7%	51 254 134 13 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%	0 0 0 0	0.0% 0.0% 100.0% 0.0% 0.0%	0 0 1 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0	11.2% 57.8% 26.6% 1.1% 3.3%		20.7% 3.3%	6 28 9 2 0
lean:		0.44		0.00		0.00		0.00		-1.00		0.00		0.00		0.00		2.00		0.53		0.62
eighted base: ample:		474 396		0		0		0		1 1		0		0		0		0 1		100 93		45 57
Choice and qualit	y of servi	ce fac	ilities (e	g. Ba	nks, bu	ilding	societie	s, and	d travel	agent	s)											
Very Good Good Poor Very poor Don't Know	23.6% 68.3% 4.3% 0.9% 3.0%	112 324 20 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% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	1 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	100.0% 0.0% 0.0% 0.0% 0.0%		14.7% 78.6% 5.1% 0.0% 1.6%	15 79 5 0 2	0.9% 1.4%	6 36 0 1 2
Mean:		1.13		0.00		0.00		0.00		2.00		0.00		0.00		0.00		2.00		1.05		1.08
Weighted base: Sample:		474 396		0		0		0		1 1		0		0		0		0 1		100 93		45 57

	Tota		Zone (Chelter NE)	nham	Zone (Chelter NW	ıham	Zone (Chelter SE)	nham	Zone i (Chelten SW)	ham	Zone (Bisho Cleev	ps	Zone (Cotsw Nort	olds (	Zone (Wincho		Zone (Cotsw South	olds	Zone (Glouce Centr	ester	Zone (Glouce Sout	ester
Range and choice	of leisur	e / ent	ertainm	nent fa	acilities																	
Very Good Good Poor Very poor Don't Know <i>Mean:</i> Weighted base: Sample:	4.8% 45.6% 34.7% 3.9% 11.0%	23 216 165 18 52 0.14 474 396	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	0.0%	0 0 0 0 0 0 0.00		1 0 0 0 0 0 2.00	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	0.0% 100.0% 0.0% 0.0% 0.0%	0	42.7% 35.4% 11.1%	3 43 35 11 7 -0.09 100 93	0.9% 50.8% 37.0% 0.0% 11.4%	0 23 17 0 5 0.18 45 57
Accessibility by p	ublic tran	sport																				
Very Good Good Poor Very poor Don't Know	17.8% 56.5% 11.4% 3.0% 11.3%	85 268 54 14 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% 0.0%		0.0% 100.0% 0.0% 0.0% 0.0%	0 1 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0		0 0 0 0	0.0% 0.0% 0.0% 0.0% 100.0%		2.5%	55	52.0% 20.3%	9 23 9 1 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: Sample:		474 396		0		0		0		1 1		0		0		0		0		100 93		45 57
Accessibility by c	ar																					
Very Good Good Poor Very poor Don't Know Mean: Weighted base: Sample:	17.1% 65.1% 9.0% 1.1% 7.8%	81 309 42 5 37 0.96 474 396	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	0.0%	0 0 0 0 0 0 0.00	0.0%	1 0 0 0 0 2.00 1 1	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	0.0%		100.0%		0.0%	15 61 6 0 17 1.03 100 93	17.5% 76.8% 2.6% 0.9% 2.2%	8 34 1 0 1 1.10 45 57
Adequacy of park	ing arran	gemer	ıts																			
Very Good Good Poor Very poor Don't Know <i>Mean:</i>	9.6% 56.5% 20.4% 3.8% 9.7%	46 268 97 18 46 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 0 0 0				0 1 0 0 0 1.00	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0		0 0 0 0 0	100.0% 0.0% 0.0% 0.0% 0.0%	0 0	55.5% 9.7%	56	14.2% 58.5% 19.5% 2.0% 5.8%	6 26 9 1 3
Weighted base: Sample:		474 396		0		0		0		1 1		0		0		0		0 1		100 93		45 57

	Tota		Zone (Chelter (NE)	ham	Zone : (Chelten NW	ham	Zone (Chelter SE)	nham (	Zone (Chelten SW)	ham	Zone (Bisho Cleev	ps	Zone ( (Cotswe North	olds (	Zone ( Winched		Zone (Cotswo	olds	Zone (Glouce Centr	ester	Zone : (Glouce South	ester	
Quality of the env	ironment																						
Very Good	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	2.5%	3	3.6%	2	
Good	58.7%	278	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%		00.0%	0	54.9%	55	64.7%	29	
Poor	29.8%	141	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		30.9%		25.2%	11	
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	3.3%	3	1.4%	1	
Don't Know	4.1%	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	8.3%	8	5.2%	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	
Ease of pedestrial	n moveme	ent arc	ound the	e cent	tre																		
Very Good	22.4%	106	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0.1	.00.0%	0	29.4%	20	21.8%	10	
Good	70.7%	335	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		59.2%		67.3%	30	
Poor	4.4%	21	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		4	5.5%	2	
Very poor	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	0.0%	0	
Oon't Know	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	7	5.4%	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	
The level of perso	nal secur	ity and	d safety	,																			
Very Good	9.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.1	.00.0%	0	13.9%	14	6.1%	3	
Good	73.2%	347	0.0%	0		0	0.0%		100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%		65.0%	65	85.3%	38	
Poor	13.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	11	5.8%	3	
Very poor	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	5.5%	5	0.0%	0	
Oon't Know	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	4.4%	4	2.9%	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	
The quality of eve	ning ente	rtainn	nent																				
Very Good	5.2%	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	1.1%	1	11.4%	5	
Good	30.6%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	.00.0%	0	35.6%	36	29.6%	13	
Poor	24.6%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		26.1%		22.6%	10	
Very poor	6.5%	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	9.1%	9	4.9%	2	
Don't Know	33.1%	157	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	28	31.6%	14	
		0.05		0.00		0.00		0.00		0.00		0.00		0.00		0.00		1.00		-0.09		0.29	
Mean:																							
Mean: Weighted base:		474		0		0		0		1		0		0		0		0		100		45	

Total Zone 1A Zone 1B Zone 1C Zone 1D Zone 2 Zone 3A Zone 3B Zone 5A Zone 5B Zone 4 (Cheltenham (Cheltenham (Cheltenham (Bishops (Cotswolds (Winchcombe (Cotswolds (Gloucester (Gloucester NE) NW) SE) SW) Cleeve) North) South) Central) South) Q05BWhat would encourage you to visit Gloucester City Centre more often? [MR] Those that said 'Gloucester' at O01 34.0% 166 0.0% 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 Nothing 3.9% 19 0.0% 0 0.0% 0 0 0.0% 0.0% 0.7% Better environment 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0 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 0.0% 0 2.4% 12 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 3.4% Better or more cafes / 0 0 4 1.1% 1 restaurants 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% Better or more niche / 10.6% 52 0.0% 0 0.0% 0 0.0% 0.100.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.0% 9 3.2% 2 specialist shops Better or more nightclub / 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 pub facilities 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% 0 1.5% 2 1.9% 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 Broader range of shops 0 0 0 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0.0% 0 0.0% 0.0% 1.1% Cheaper public transport 0.1% 1 0 0 0.0% 0.0% 0 0 1 Less expensive parking 2 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 7.9% 8 3.7% More attractive town centre 9.9% 48 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 8.4% 4 0 0 environment 5 3.5% More leisure facilities 5.4% 26 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 4.8% 2 generally 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 More parking 0 1.0% 3.9% 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 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 0.0% 0 3.2% 3 1.7% 1 Better quality shops / less 4.0% 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 1.5% 2 3.9% 2 cheap shops 2.3% 0 0.0% 0 Clean the streets 11 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% 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 0.0% 0 0.7% 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 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 Less beggars 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 0.0% 0 7.1% 7 0.0% 0 More entertainment / 4.2% 20 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 10.2% 5 activities / events 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 0.0% 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 0.0% 0 2.5% 3 2.4% Weighted base: 489 0 0 0 0 0 0 0 105 47 412 0 0 0 0 97 61 Sample: 0 0

Total Zone 1A Zone 1B Zone 1C Zone 1D Zone 3A Zone 3B Zone 5A Zone 5B Zone 2 Zone 4 (Cheltenham (Cheltenham (Cheltenham (Bishops (Cotswolds (Winchcombe (Cotswolds (Gloucester (Gloucester NE) NW) SE) SW) Cleeve) North) South) Central) South) Q06BWhat do vou dislike about Gloucester City Centre? [MR] Those that said 'Gloucester' at O01 38.3% 187 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% O 0.0% 0 0.0% 0 41.8% 44 32.2% 15 Nothing 0.0% 0.0% 0 0.0% 0 0 0.0% 0.0% 0.0% 0 0.0% 0 Difficult to cross roads 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 0.0% 0 2.7% 3 2.1% 1 Lack of covered areas / 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 weather protection Lack of safety / personal 6.0% 29 0.0% 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 security / anti-social behaviour / graffiti Not enough choice of shops / 11.9% 58 0.0% 0 0.0% 0 0.0% 0.100.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 12.5% 13 7.5% 3 clothes shops 0.0% Poor accessibility / difficult 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 to get to 0.2% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Poor bus services 1 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 0.0% 0 1.1% 1 0.6% 3 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 facilities (e.g. seating, 0.0% 0 0 toilets) Poor quality shops / charity 10.5% 52 0.0% 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 shops 0.0% 0 0.0% 0 0.0% 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 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 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 0.0% 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 0.0% 0 0 0.0% Too few pubs / quality 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 restaurants / eating places 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% 0 0.7% 1 0.0% 0 23.0% 113 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 Unattractive environment / 0.0% 0 0 0 streets dirty / litter Other 7.1% 35 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.0% 0 6.8% 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% 0 0.7% 1 0.0% 0 0 1.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 2 3.4% 2 Kings Square needs 6 improving 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 0.0% 4.8% 5 3.0% 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 0.0% 0 5 0.0% 0.0% 0 0 0.0% 0.8% No atmosphere 0.9% 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 1 0.0% 0 0 3 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 0.0% 0 1.0% 1 5.7% 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 0.0% 0 16.9% 18 1.3% 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% 0 3.2% 2 0 0 0.2% 0 0.0% 0 0 0 0.0% 0 0 (None mentioned) 1 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 0.0% 0 4.1% 4 0.0% 0 47 Weighted base: 489 0 0 0 0 0 0 105 412 0 0 0 0 0 0 97 61 Sample:

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### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

,, eighteu.											101		20								September 20
	Tota		Zone 1A (Cheltenham NE)	n (	Zone 1B (Cheltenham NW)	ı (	Zone 1C (Cheltenham SE)		Zone 1D heltenhan SW)	1	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswolds North)	(	Zone 3B Winchcombo	Zone 4 e (Cotswolds South)	;	Zone 5A (Gloucester Central)	r	Zone 51 (Gloucest South)	ter
Q07BIs Gloucester you Those that said 'Glo			estination fo	or I	leisure and	en	ntertainmen	nt fa	cilities?												
Yes No (Don't know)	50.8% 47.7% 1.5%	248 233 7	0.0%	0 0 0	0.0%	0 0 0	0.0%	0		1 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0.0% 0 100.0% 0 0.0%		33.3%		55.5% 36.6% 7.9%	26 17 4
Weighted base: Sample:		489 412		0		0		0 0		1		0		0		0	0 1		05 97		47 61
Q08BHave you used fa Those that said 'Glo			ester for th	e f	ollowing in	th	e last 12 m	ontl	ns? [PR]												
Pubs / Night Club	bs																				
Yes No Don't know	54.9% 44.9% 0.2%	268 219 1	0.0%	0 0 0	0.0%	0 0 0	0.0%	0		1 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 100.0% 0 0.0% 0 0.0%		42.9%		57.7% 42.3% 0.0%	27 20 0
Weighted base: Sample:		489 412		0		0		0 0		1 1		0		0		0	0 1		05 97		47 61
Restaurants																					
Yes No Don't know	71.9% 28.1% 0.0%	351 137 0	0.0%	0 0 0	0.0%	0 0 0	0.0%	0	0.0%	1 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 100.0% 0 0.0% 0 0.0%		25.6%		68.5% 31.5% 0.0%	32 15 0
Weighted base: Sample:		489 412		0		0	(	0 0		1		0		0		0	0		05 97		47 61
Cinema																					
Yes No Don't know	52.7% 47.3% 0.0%	257 231 0	0.0%	0 0 0	0.0%	0 0 0	0.0%	0 10	0.0%	0 1 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 100.0% 0 0.0% 0 0.0%		46.8%		62.7% 37.3% 0.0%	29 17 0
Weighted base: Sample:		489 412		0		0		0 0		1		0		0		0	0 1		05 97		47 61
Theatre																					
Yes No Don't know	7.8% 92.2% 0.0%	38 451 0	0.0%	0 0 0	0.0%	0 0 0	0.0%	0 10	0.0%	0 1 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0.0% 0 100.0% 0 0.0%		89.6%	11 94 0	7.7% 92.3% 0.0%	4 43 0
Weighted base: Sample:		489 412		0		0	(	0 0		1		0		0		0	0		05 97		47 61

,, erginear																				50pttm301 201
	Tota		Zone 1A (Cheltenham NE)	n (0	Zone 1B Cheltenham NW)		Zone 1C Cheltenham SE)	Zone 11 (Cheltenh SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold: North)	s (	Zone 3B Winchcombe	Zone 4 (Cotswold South)	s	Zone 5A (Gloucester Central)		Zone 51 (Glouces South)	ter
Bingo																				
Yes	4.0%	19		0			0.0% 0		0	0.0%	0	0.0%	0		0 100.0%	0		4	6.6%	3
No Don't know	96.0% 0.0%	469 0		0			0.0% 0 0.0% 0	100.0% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0		0.0%	0	96.6% 10 0.0%	)1 0	93.4% 0.0%	44 0
Weighted base: Sample:		489 412		0		0 0	0		1 1		0		0		) )	0 1	10 9	)5 )7		47 61
Ten Pin Bowling																				
Yes No Don't know	21.7% 78.1% 0.2%	106 381 1	0.0%	0 0 0	0.0%	0	0.0% 0 0.0% 0 0.0% 0	100.0%	0 1 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0.0% 0 100.0% 0 0.0%		66.5% 7		16.9% 83.1% 0.0%	8 39 0
Weighted base: Sample:		489 412		0		0 0	0		1		0		0		)	0	10 9	)5 97		47 61
Sports facilities or	a health	club	or gym																	
Yes No Don't know	24.2% 75.8% 0.0%	118 370 0	0.0%	0 0 0	0.0%	0		0.0% 100.0% 0.0%	0 1 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0.0% 0 100.0% 0 0.0%		65.5% 6		41.0% 59.0% 0.0%	19 28 0
Weighted base: Sample:		489 412		0		0 0	0		1 1		0		0		)	0 1	10 9	)5 )7		47 61
Museum or art gal	lery																			
Yes No Don't know	28.2% 71.6% 0.2%	138 350 1	0.0%	0 0 0	0.0%	0	0.0% 0 0.0% 0 0.0% 0		1 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 100.0% 0 0.0% 0 0.0%		62.9% 6		16.0% 84.0% 0.0%	7 39 0
Weighted base: Sample:		489 412		0		0 0	0		1		0		0		) )	0	10 9	)5 )7		47 61
Any of the festival	venues																			
Yes No Don't know	34.4% 65.6% 0.0%	168 321 0	0.0%	0 0 0	0.0% 0.0%	0 0	0.0% 0 0.0% 0	0.0%	1 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0%	0 100.0% 0 0.0% 0 0.0%	0	59.2% 6 0.0%	52 0	37.4% 62.6% 0.0%	17 29 0
Weighted base: Sample:		489 412		0		0 0	0		1 1		0		0		) )	0	10 9	)5 )7		47 61

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### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

	Tota		Zone (Chelter NE)	nham	Zone (Chelter NW	ham (	Zone (Chelter SE)	ham	Zone (Chelter SW	nham	Zone (Bishe Cleev	ops	Zone (Cotsw Nort	olds	Zone (Wincho		Zone (Cotsw Sout	olds	Zone (Glouc Centr	ester	Zone (Glouce Sout	ester
Q08Y Have you used fa Those that said 'Gloo			ester fo	r any	other re	eason	in the la	ast 12	month	s, if so	what v	was it?	? [MR]									
Yes - Cathedral / church	4.2%	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	4.5%	5	5.7%	3
Yes - Doctors / hospital	2.4%	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	1.7%	2	0.0%	0
Yes - Farmers market	1.4%	7	0.0%	0		0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Yes - Library	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	0.8%	1	0.0%	0
Yes - Parks	1.7%	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	2.0%	2	5.7%	3
Yes - Gloucester Rugby	2.0%	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	3.1%	3	2.5%	1
Yes - Visit the docks / boating	2.9%	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	1.9%	2	1.1%	1
Other	3.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.8%	1	0.8%	0
No	83.3%	407	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	85.2%	89	84.1%	39
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
Mean score: [Nun Q03CHow often do you Those that said 'Tew	visit Tewl	kesbu	_		re?																	
Everyday	28.0%	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	0.0%	0
More than once a week	48.0%	36	0.0%	0			100.1%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0		0
Once a week	48.0% 18.0%	14	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
Once every two weeks	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
Once a month	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
Never	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
(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
· ·	0.070	-	0.070		0.070		0.070		0.070	-	0.070		0.070	Ü			0.070	•	0.070		0.070	
Mean:		3.12		0.00		0.00		2.00		0.00		1.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		76		0		0		0		0		1		0		0		0		0		0
Sample:		64		0		0		1		0		2		0		0		0		0		0

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### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted: for DPDS September 2015

·																					
	Tota		Zone (Chelter NE)	nham	Zone (Chelter NW	nham (Chelter	nham	Zone (Chelter SW	ham	Zone (Bisho Cleev	ps	Zone (Cotsw Nort	olds	Zone (Wincho		Zone (Cotsw Sout	olds	Zone (Gloud Cent	ester	Zone (Glouce Sout	ester
Range and choice	of leisur	e / ent	tertainm	nent fa	acilities																
Very Good Good Poor Very poor Don't Know <i>Mean:</i> Weighted base:	1.4% 43.3% 29.5% 16.7% 9.1%	1 32 22 13 7 -0.19	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0%	0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.1% 0.00	0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	100.0%	0 1 0 0 0 1.00	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0
Sample:		63		0		0	1		0		2		0		0		0		0		0
Accessibility by p	ublic tran	sport																			
Very Good Good Poor Very poor Don't Know	16.7% 59.0% 8.2% 2.6% 13.5%	12 44 6 2 10	0.0% 0.0% 0.0%	0 0 0 0	0.0% 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 0	0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0 0
Mean:		0.91		0.00		0.00	1.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base: Sample:		75 63		0		0	0		0		1 2		0		0		0		0		0 0
Accessibility by c	ar																				
Very Good Good Poor Very poor Don't Know Mean: Weighted base: Sample:	18.8% 57.7% 10.3% 0.4% 12.9%	14 43 8 0 10 0.97 75 63	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0.00 0	0.0% 0.0% 0.0%	0 0.0% 0 100.1% 0 0.0% 0 0.0% 0 0.0% 0.00	0 0 0 0 0 1.00	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	100.0%	0 1 0 0 0 1.00 1	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00
Adequacy of park	ing arran	gemei	nts																		
Very Good Good Poor Very poor Don't Know <i>Mean:</i>	5.6% 43.2% 29.3% 13.4% 8.6%	4 32 22 10 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% 0 100.1% 0 0.0% 0 0.0% 0 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	50.0% 50.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0.00	0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0
Weighted base: Sample:		75 63		0.00		0 0	0		0.00		1 2		0.00		0 0		0 0		0 0		0 0

Total Zone 1A Zone 1B Zone 1C Zone 1D Zone 3A Zone 3B Zone 5A Zone 5B Zone 2 Zone 4 (Cheltenham (Cheltenham (Cheltenham (Bishops (Cotswolds (Winchcombe (Cotswolds (Gloucester (Gloucester NE) NW) SE) SW) Cleeve) North) South) Central) South) Quality of the environment 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 60.1% 45 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% Good 0 8 0 Poor 10.9% 0.0% 0 0.0% 0.100.1% 0.0% 0 50.0% 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 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% 1.03 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 -1.00 0.00 Mean: 75 0 0 0 0 0 0 0 0 Weighted base: 0 2 63 0 0 0 0 0 0 Sample: Ease of pedestrian movement around the centre 15.4% Very Good 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 74.7% 56 0.0% 0 0.0% 0 100.1% 0.0% 0 50.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 Good 2.8% 2 Poor 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 4.7% 3 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 2.5% 2 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% Mean: 0.96 0.00 0.00 1.00 0.00 0.00 0.00 0.00 0.00 0.000.00 75 0 0 0 Weighted base: 0 0 0 0 63 0 0 0 2 0 0 0 0 0 Sample: The level of personal security and safety 23.3% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Very Good 17 0.0% 0.0% 0.0% Good 66.5% 50 0.0% 0 0.0% 0 100.1% 0.0% 0 50.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 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 Poor 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 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 Mean: 1.14 0.00 0.00 1.00 0.00 1.00 0.00 0.00 0.00 0.000.00 75 0 0 0 Weighted base: 0 0 0 0 0 2 Sample: 63 0 0 0 0 0 0 The quality of evening entertainment 0 0.0% 0 0 Very Good 1.4% 1 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 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 Good 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% Poor 0 0 0 0 0.0% 0 2 0.0% 0 0 0 0.0% 0.0% Very poor 3.2% 0.0% 0 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 37.6% 28 0.0% 0 0.0% 0.0% 0 50.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 Don't Know 0 100.1% 0 0 0 0.08 0.00 0.00 0.00 0.00 1.00 0.00 0.00 0.00 0.00 0.00 Mean: 75 0 0 Weighted base: 0 2 63 0 0 0 0 0 0 0 0 Sample:

North)

South)

Central)

South)

Weighted:						for D	PDS					September 2015
_	Total	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5A	Zone 5B	_

Cleeve)

Q05CWhat would encount Those that said 'Tewke	-		it Tewke	sbur	y Town	Centr	e more	often	? [MR]													
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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	0.0%	0
Weighted base:		76		0		0		0		0		1		0		0		0		0		0
Sample:		64		0		0		1		0		2		0		0		0		0		0

SW)

NW)

NE)

SE)

	Total		Zone 1A (Cheltenhan NE)	n (	Zone 1B (Cheltenhar NW)	n (	Zone 1C (Cheltenhan SE)	n (	Zone 1D (Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)		Zone 3I (Winchcor		Zone 4 (Cotswolds South)	5	Zone 5A (Glouceste Central)	er	Zone 5E (Gloucest South)	ter
Q06CWhat do you dislike Those that said 'Tewke			sbury Tow	n C	entre? [M	R]																
Nothing	26.9%	20	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
Difficult to cross roads	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / cost of parking	20.1%	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	0.0%	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	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	0.0%	0
Not enough choice of shops / clothes shops	29.2%	22	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 accessibility / difficult to get to	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
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	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	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	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%	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	0.0%	0	0.0%	0	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0	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%	0	0.0%	0	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	0.0%	0	50.0%	0	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%	0		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%		50.0%	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	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	6.5%	5	0.0%	0	0.0%	0		0	0.0%		50.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0
(None mentioned)	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
Weighted base:		76		0		0		0		0		1		0		0		0		0		0
Sample:		64		0		0		1		0		2		0		0		0		0		0

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September 2015

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

										_											
	Total		Zone 1A (Cheltenha NE)		Zone 1B (Cheltenham NW)	Zone 1C (Cheltenham SE)	n	Zone 1D (Cheltenhar SW)	n	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswolds North)	(	Zone 3B Winchcomb	e	Zone 4 (Cotswolds South)		Zone 5A (Gloucester Central)	(	Zone 5B (Gloucester South)	
Q07CIs Tewkesbury yo Those that said 'Tew			lestination	ı fo	r leisure and	d entertainm	en	t facilities?	,												
Yes No (Don't know)	32.9% 66.0% 1.1%	25 50 1	0.0% 0.0% 0.0%	0 0 0	0.0%	0.0%	0 0 0	0.0%		0.0% 100.0% 0.0%	0 1 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0 0	0.0%	) ) )	0.0%	0 0 0	0.0%	0 0 0
Weighted base: Sample:		76 64		0		0	0 1		0		1 2		0		0	(	) )		0		0
Q08CHave you used fa Those that said 'Tew			sbury for	the	following ir	n the last 12	mo	onths? [PR	]												
Pubs / Night Club	s																				
Yes No Don't know	62.4% 37.6% 0.0%	47 29 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 100.1%	0 0 0	0.0%	0 0 0	100.0%	0 1 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0 0	0.0%	) ) )	0.0%	0 0 0	0.0%	0 0 0
Weighted base: Sample:		76 64		0		0	0		0		1 2		0		0		) )		0		0
Restaurants																					
Yes No Don't know	62.5% 37.5% 0.0%	47 28 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 100.1%	0 0 0	0.0%	0 0 0		1 0 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0 0	0.0%	) ) )	0.0%	0 0 0	0.0%	0 0 0
Weighted base: Sample:		76 64		0		0	0 1		0		1 2		0		0	(	) )		0		0 0
Cinema																					
Yes No Don't know	27.2% 72.8% 0.0%	21 55 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 100.1%	0 0 0		0 0 0	100.0%	0 1 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0 0	0.0%	) ) )	0.0%	0 0 0	0.0%	0 0 0
Weighted base: Sample:		76 64		0		0	0 1		0		1 2		0		0	(	) )		0		0
Theatre																					
Yes No Don't know	38.3% 61.7% 0.0%	29 47 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0.0%	0 0 0	0.0%		0.0% 100.0% 0.0%	0 1 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0 0	0.0%	) ) )	0.0%	0 0 0	0.0% 0.0%	0 0 0
Weighted base: Sample:		76 64		0		0	0		0		1 2		0		0	(	) )		0		0 0

	Total	(	Zone 1A (Cheltenhar NE)	n (	Zone 1B Cheltenham NW)	Zone 1C (Cheltenhar SE)	n (	Zone 1D Cheltenhar SW)	n	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswolds North)	s (	Zone 3B Winchcom )		Zone 4 (Cotswold South)	ls	Zone 5A (Gloucester Central)	•	Zone 5B (Glouceste South)	
Bingo																					
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	0.0%	0
No	98.9%	75	0.0%	0		100.1%	0	0.0%		100.0%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0
Oon'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
Veighted base: ample:		76 64		0	(		0		0		1 2		0		0		0		0		0
Ten Pin Bowling																					
S	0.0%	0	0.0%	0	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	100.0%	76	0.0%	0		100.1%	0	0.0%		100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
on'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
eighted base:		76		0	(	)	0		0		1		0		0		0		0		0
ample:		64		0	(	)	1		0		2		0		0		0		0		0
Sports facilities or	a health c	lub c	or gym																		
'es	44.4%	34	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	55.6%	42	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
n'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
eighted base:		76		0	(	)	0		0		1		0		0		0		0		0
mple:		64		0	(	)	1		0		2		0		0		0		0		0
Museum or art gall	lery																				
es	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	0.0%	0
0	83.4%	63	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
on'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
eighted base:		76		0	(	)	0		0		1		0		0		0		0		0
nple:		64		0	(	)	1		0		2		0		0		0		0		0
Any of the festival	venues																				
l'es	34.4%	26	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	65.6%	50	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
on'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
/eighted base:		76		0	(	)	0		0		1		0		0		0		0		0
reignied base.																					

By Zone Weighted:

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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September :	201
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	Total		Zone 1 (Cheltenl NE)		Zone 11 (Cheltenh NW)	am (Che	one 1C eltenham SE)	(Chelt	ne 1D tenham W)	(Bis	ne 2 shops eeve)	(	Zone 3A (Cotswold North)	s (	Zone 3B Winchcon		Zone 4 (Cotswold South)	ls	Zone 5A (Glouceste Central)	er	Zone 5F (Gloucest South)	ter
Q08Z Have you used fac Those that said 'Tewk			sbury fo	r any	y other re	ason in	the last	12 moi	nths, if	so wh	at was	it?	? [MR]									
Yes - swimming Other No	4.8% 18.5% 76.7%	4 14 58	0.0% 0.0% 0.0%	0	0.0% 0.0% 0.0%		.070	0.09	%	0.09 0 50.09 0 50.09	%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.070	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0
Weighted base: Sample:		76 64		0 0		0 0	1	<b>)</b>		) )		1		0		0		0		0		0

Weighted	l
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	Tota		Zone 1 (Chelten NE)	ham	Zone 1 (Chelten NW)	ham (	Zone 1 (Chelten SE)		Zone 1 (Chelten SW)	ham	Zone (Bisho Cleeve	ps	Zone 3 (Cotswo North	lds	Zone 3 (Winchco )		Zone 4 (Cotswo South)	lds	Zone 5. (Glouces Centra	ter	Zone 5 (Glouces South	ster	
Q09 Now thinking about	t non-foo	d sho	opping, v	where	e did you	u last	buy clot	thing	footwe	ar or	other fa	shion	goods?	•									
Bath	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	
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	0.0%	0	
Bishops Cleeve	0.4%	9	0.7%	1	0.0%	0	1.4%	1	0.0%	0	12.1%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
Bristol	2.5%	51	4.6%	4	0.8%	1	0.0%	0	0.8%	1	0.8%	0	3.5%	2	0.0%	0	0.0%	0	4.4%	5	6.5%	5	
Cardiff	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	
Cheltenham TOWN CENTRE	28.0%	563	79.4%	71	67.6%	85	67.1%	33	79.1%	79	54.2%	25	32.5%	21	65.9%	15	62.1%	18	4.3%	5	5.1%	4	
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	
Cirencester	2.2%	44	0.0%	0		0	0.9%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	10.9%	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	
Cribbs Causeway	3.3%	66	1.1%	1	4.3%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	1.8%	2		7	
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	
Evesham TOWN CENTRE	2.3%	47	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	3		0		0		0		0	
Gloucester CITY CENTRE	16.5%	331	0.0%	0		1	0.7%	0	2.7%	3	4.0%	2	0.0%	0		0		1		52		23	
Gloucester Quays (outlet centre), Gloucester	6.5%	130	0.0%	0		2	0.7%	0	2.3%	2	2.4%	1	0.7%	0		0		0	17.1%	18		17	
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%	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	
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	
Malvern Link	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	
Monmouth	0.3%	5	0.0%	0		0	0.0%	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	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%	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	3.5%	2	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	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	0.0%	0	0.0%	0	0.0%	0	8.4%	9	17.2%	13	
Ross on Wye	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	0.5%	0	
Stratford upon Avon	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	8	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	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	2.2%	1	1.0%	0		0	0.0%	0	0.0%	0	
Tewkesbury	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.6%	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	1.3%	0	0.0%	0	0.0%	0	0.0%	0	
Worcester CITY CENTRE	2.0%	40	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	
Internet / Mail order	9.2%	184	8.0%	7	11.5%	14	6.3%	3	5.7%	6	7.2%	3	8.9%	6	14.2%	3	12.2%	4	6.1%	7	6.0%	5	
Abroad	0.4%	7	1.7%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.6%	1	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	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	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	4.1%	3	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	0.6%	1	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	
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	0.0%	0	
Bridgend Designer Outlet,	0.1%	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	

Weighted:

Weighteu.																								September 201
	Total		Zone 1A (Cheltenha NE)		Zone 1B (Cheltenha NW)		Zone 1C (Cheltenhar SE)	m	Zone 1D (Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3 (Cotswo	olds		Zone 3E Vinchcon		Zone 4 (Cotswold South)	ls	Zone 5A (Glouceste Central)	r	Zone 5 (Glouces South)	ter	
The Derwen, Bridgend																								
Broadway	0.0%	0		0	0.00	0	0.0%	0	0.0%	0	0.6%	0	0.0%	-		0.0%	0	0.0%	0		0	0.0%	0	
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	
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	1.0%	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	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%	0	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Central London	0.7%	13		0	0.00	0		2	0.0%	0	0.0%	0	0.8%	1		1.9%	0	0.0%	0	4.4%	5	1.5%	1	
Chipping Campden	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	C	)	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	0.0%	0	0.0%	0	
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%	0	
Darlington	0.0%	1	0.0%	0	0.0%	0	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	
Edinburgh	0.0%	1	0.0%	0	0.0%	0	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%	2	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	
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	
Gallagher Retail Park, Cheltenham	2.0%	40	0.0%	0	4.7%	6	0.9%	0	1.8%	2	10.1%	5	0.0%	(	0	4.4%	1	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	0.0%	(	C	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	)	0.6%	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	
Inverness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	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	0.0%	(	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%	0	0.0%	(	C	0.6%	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%	C	O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Leckhampton	0.0%	0		0	0.000	0		0	0.0%	0	0.0%	0		0	0	0.0%	0	0.6%	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%	C	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%	0	
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C	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	0.0%	0	6.4%	4	4	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	2.1%	1	1	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		2	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morpeth	0.0%	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	
Newport Retail Park, Spytty Road, Newport	0.1%	2		0		0		0	0.0%	0	0.0%	0		Č		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	

	Total		Zone 1 (Chelten NE)		Zone 1 (Cheltenl NW)		Zone 1 (Chelten SE)	ham	Zone (Chelter SW	ıham	Zone (Bisho Cleev	ps	Zone 3 (Cotswo North	lds (	Zone 3 Winchco		Zone (Cotswo	lds	Zone 5 (Glouce Centra	ster	Zone 5 (Glouce South	ester
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
Olney	0.0%	1	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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	0.0%	0	1.0%	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	0.0%	0	2.0%	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	0.0%	0	0.8%	1	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	0.0%	0	0.6%	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	0.0%	0	0.6%	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		Ö	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

	Total	l	Zone 1 (Cheltenl NE)		Zone 1 (Chelten NW)		Zone 10 (Cheltenh SE)		Zone 1 (Cheltenl SW)		Zone 2 (Bishops Cleeve)	i	Zone 3 (Cotswo North	olds		Zone 3B inchcon		Zone (Cotswo	olds	Zone 5 (Glouce Centra	ster	(Glou	ne 5B ncester nth)	
Q10 Where did you last	buy bool	ks, C	Ds and D	DVDs	?																			
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	0.59	% (	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	0.09	% (	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	) (	).6%	0	0.0%	0	0.0%	0	0.09	% (	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	0.09	% (	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	2.39	% 2	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	1.59	%	1
Abbeydale District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeydale)	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	0.09	% (	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	) (	0.0%	0	0.6%	0	0.0%	0	0.09	% (	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	0.59	% (	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	0.09	% (	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	0.09	% (	0
Sishops 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	0.09	% (	0
ristol	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	0.09		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	0.09	% (	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	9.5%	7	38.8%	12	1.0%	1	0.89	%	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
irencester	2.3%	47		0		0	0.0%	0	0.0%	0	0.0%	0	1.7%	1		0.0%		10.1%	3	0.0%	0			0
oleford	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
ribbs 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
ursley	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
vesham TOWN CENTRE	2.1%	43		0		0	0.0%	0	0.0%	0	0.0%	0	3.5%	2		0.6%	0	0.0%	0	0.0%	0			0
loucester CITY CENTRE loucester Quays (outlet	11.2% 1.0%	224 20		0		0	0.7% 0.0%	0	0.9% 0.9%	1 1	0.0% 0.0%	0	0.0% 0.0%	0		).0% ).0%	0		0		40 6	0.59		9
centre), Gloucester	0.10/		0.00/		0.00/	0	0.00/		0.00/	0	0.00/		0.00/			00/		0.00/	0	0.00/		0.00	., ,	^
reat 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
ereford 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
dney	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
onmouth	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
ailsworth	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
ewport	0.0%	1		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
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	0.09	% (	0

	Total		Zone 1		Zone 1		Zone 10		Zone 1		Zone		Zone			Zone 3B		Zone 4		Zone 5A		Zone 5B	
			(Chelteni NE)	nam	(Chelteni NW)	ıam	(Cheltenh SE)	am	(Chelteni SW)	nam	(Bisho Cleeve		(Cotsv Nor		()	Winchcombe )	9	(Cotswolds South)	•	(Glouceste Central)		(Glouceste South)	er
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	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	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	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	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	0.0%	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	0.0%	C
Tewkesbury	1.6%	33	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	(	0	_	1	1.0%	0	0.0%	0	0.0%	(
Winchcombe	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%	(
Worcester CITY CENTRE	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%	(
Internet / Mail order	35.7%	717	37.7%	34		37		16	36.1%	36	32.7%	15	34.5%	2	2	28.6%	6	29.7%	9	26.8%	29	52.2%	41
Abroad	0.1%	1	0.0%	0		1		0		0	0.0%	0			0		0	0.0%	0	0.0%	0	0.0%	0
Asda, Hatherley Lane,	0.2%	3		0		0		0		0	0.0%	0			0		0	0.0%	0	0.0%	0		0
Cheltenham	0.270		0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070		0.070		•	0.070		0.070	Ü	0.070		0.070	
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	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	0.0%	0
Birmingham Airport,	0.0%	1	0.0%	0	0.0%	0	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																							
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	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	0.0%	0
Central London	0.1%	1	0.0%	0		0		0		1	0.0%	0	0.0%		0		0	1.0%	0	0.0%	0	0.0%	0
Cheltenham Racecourse Car	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	0.0%	0
Boot Sale, Evesham Road, Cheltenham																							
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%	(
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	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	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	0.0%	0
Kingsditch Retail Park,	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	0.0%	(
Cheltenham																							
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	1.0%	1	0.0%	0
Liverpool	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
London Stanstead Airport,	0.1%	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
Stansted																							
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	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	0.0%	0
Moreton-in-Marsh	0.1%	1	0.0%	0		0		0	0.0%	0	0.0%	0			1		0	0.0%	0	0.0%	0	0.0%	0
Newent	0.1%	1	0.0%	0	0.0%	0		0		0	0.0%	0			0		Ó	0.0%	Ŏ	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
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
Sainsbury's, Dudbridge,	0.6%	12		0		0		0		0	0.0%	0			0		0	0.0%	0	0.0%	0	0.0%	0
Stroud Sainsbury's, Gallagher Retail	0.1%	1	0.0%	0		0		0	0.0%	0	0.0%	0			0		0	0.0%	0	0.0%	0		0
Park, Tewkesbury Road,	0.170	1	0.070	0	0.070	U	0.070	U	0.070	U	0.070	U	0.070	,	J	0.070	J	0.070	U	0.070	U	0.070	U

	Tota		`	nham	Zone 1 (Chelten	ham	`	ham	`	ham	Zone 2 (Bishop	S	Zone :	olds	Zone (Winch			olds	Zone s	ster	Zone (Gloud	cester
			NE)	)	NW)	)	SE)		SW	)	Cleeve	)	Nort	h)	)		Sout	ih)	Centr	al)	Sou	th)
Cheltenham																						
Sainsbury's, St Ann Way,	0.1%	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	0.8%	5 1
Gloucester Quays,																						
Gloucester																						
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%	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	0.6%	5 1
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	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 Extra, Brockworth,	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	0.0%	0
Gloucester Business Park,																						
Gloucester																						
Tesco Extra, 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
Business Park, Delta Way,																						
Gloucester																						
Tesco Superstore, Church	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Road, Bishops Cleeve																						
Tesco Superstore, Fosse	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	0.0%	0
Way, Stow-on-the-Wold																						
Tesco Superstore, 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	0.0%	0
Street, Cam, Dursley																						
Tesco Superstore, Orchard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Ledbury																						
Tesco Superstore, Worcester	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
Road, Evesham																						
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	0.0%	0
Witney	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	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	17.4%	11	29.7%	7	16.4%	5	20.2%	22	9.7%	8
(Can't remember)	2.1%	42	0.7%	1	6.9%	9	2.4%	1	0.0%	0	0.9%	0	2.2%	1	2.3%	1	0.6%	0	0.0%	0	1.0%	5 1
Weighted base:		2009		89		126		49		100		47		65		22		30		108		78
Sample:		2009		100		100		101		100		103		100		100		101		100		100
Sample.		2000		100		100		101		100		103		100	'	100		101		100		100

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

	Tota		Zone 1 (Cheltenl NE)		Zone 1 (Chelten NW	ham	Zone 1 (Chelten SE)	_	Zone 1 (Chelten SW)		Zone 2 (Bishop Cleeve	S	Zone 3 (Cotswo	olds		ne 3B chcom	be	Zone 4 (Cotswole South)	ds	Zone 5A (Gloucest Central)	er	Zone 5 (Glouces South	ster
Bristol	3.4%	68	6.7%	6	•	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	0.7%	0		0		0		0	0.0%	0		0			0	0.0%	0	0.0%	0	0.0%	0
Cheltenham TOWN CENTRE	14.4%	289			32.3%	41			37.5%		32.6%	15			31.3			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	3.5%	2				12.2%	4	0.0%	Ö	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
ribbs Causeway	2.2%	45	1.3%	1	0.0%	0		0		2	0.8%	0	0.0%	0			0	1.0%	0	0.8%	1	3.5%	3
ursley	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
vesham TOWN CENTRE	1.3%	26	0.0%	0	0.0.0	0		0		0	0.6%	0	0.7%	0			0	0.0%	0	0.0%	0	0.0%	0
oucester CITY CENTRE	11.7%	236	0.7%	1	3.5%	4		0		2	0.0%	0	0.0%	0			0	3.6%	1	32.5%		17.3%	14
oucester Quays (outlet centre), Gloucester	2.1%	42	2.0%	2		1	0.0%	0		0	2.1%	1	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
ydney	0.3%	6		0		0		0		0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0	0.0%	0
onmouth	0.1%	1	0.0%	0	,	0		0		0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0	0.0%	0
ewport	0.1%	2	0.0%	0	0.00	0		0		0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	ő	0.0%	0
ershore	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
dedgeley (district centre),	1.8%	36		0		0		0		0	0.0%	0	0.0%	0			0	0.0%	0	6.0%		10.6%	8
oss 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
w 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
tford 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
ud	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
ndon 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
vkesbury	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
nchcombe	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
rcester CITY CENTRE	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6	5%	0	0.0%	0	0.0%	0	0.0%	0
ernet / Mail order	10.5%	211	8.3%	7	7.1%	9	9.8%	5		7	5.1%	2	18.4%	12	6.8	3%	2	5.2%	2	9.9%	11	17.2%	13
road	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
a Living, Maybird Retail ark, 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
la, 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
la, 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
hley 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
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	2.0	)%	0	0.0%	0	0.0%	0	0.0%	0
inbury	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
bury Cross Retail Park, anbury	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
rnwood	0.0%	1	0.0%	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
eley	0.1%	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
mingham Airport, Birmingham	0.1%	2		0		0		0		0	4.0%	2	0.0%	0			Ö	0.0%	0	0.0%	0	0.0%	0
ourton-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

	Total		Zone 1A	m	Zone 1B (Cheltenhan	n (	Zone 1C	n (	Zone 1D		Zone 2 (Bishops	1	Zone 3			Zone 3B	he	Zone 4 (Cotswold	s	Zone 5A (Glouceste		Zone 5B (Glouceste	r
		•	NE)		NW)	. (	SE)		SW)	1111	Cleeve)		North		("	)	DC.	South)		Central)		South)	1
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	0.0%	0	)	1.4%	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	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	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	0.0%	0	0.0%	0	0.0%	0	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	3.1%	62	4.9%	4	8.6%	11	5.9%	3	4.8%	5	11.0%	5	0.0%	0	)	2.3%	1	2.7%	1	0.0%	0	3.4%	3
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	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
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		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	0.7%	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
kea, 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	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	0.0%	0	0.6%	1	0.0%	0

	Total		Zone 1A	n (	Zone 1B Cheltenham	. (	Zone 1C	n (	Zone 1E		Zone 2 (Bishops		Zone 3			one 3B	ha	Zone 4 (Cotswolds		Zone 5A (Glouceste	r	Zone 5B (Glouceste	SP.
			NE)	и (	NW)	. (	SE)	(	SW)	am	Cleeve)		North)		( *******	)	DC	South)	,	Central)		South)	.1
Laura Ashley, Blooms of Bressingham, Bath Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	0%	0	0.0%	0	0.0%	0	0.0%	0
Haresfield																							
Lewisham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6	6%	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%	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%	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%	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%	0
Minehead	0.0%	1		0		0	0.0%	0	0.6%	1	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	1.2%	1	0.0%	0	2.1%	1			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
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%	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%	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
Newton Abbot	0.0%	1		0		1	0.0%	0	0.0%	Õ	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	0.8%	0	0.0%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	0
Southwold	0.0%	1	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
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	0.8%	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%	0

	Tota		Zone (Chelter NE	nham	Zone (Chelte: NW	nham	Zone 10 (Cheltenh SE)		Zone 1I (Cheltenh SW)		Zone 2 (Bishop: Cleeve)	s	Zone (Cotsv Nor	volds	(1	Zone 31 Winchcon		Zor (Cots Sou	wolds	(	Zone 5A Gloucester Central)	r	Zone 5 (Glouce South	ster
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%	5 0	)	0.0%	0	0.0%	0
Swindon Village, Cheltenham	0.0%	0		0		0	0.0,0	0		0		0			0	1.0%	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%	5 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%	5 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%	5 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%	5 0	)	0.0%	0	0.0%	0
Tesco Extra, Quedgeley District Centre, Bristol	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%	5 0	)	0.0%	0	1.8%	1
Road, Gloucester 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%	5 0	)	0.0%	0	0.0%	0
Sesco 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%	6 0	)	0.0%	0	0.0%	0
Γesco Superstore, Worcester Road, Evesham	0.1%	2		0		0		0		0		0			1	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
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%	5 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%	5 0	)	0.8%	1	0.0%	0
Γhe Range, Tewkesbury Road, Cheltenham	0.1%	2		0		0	0.0%	0		0		1	0.0%		0	0.0%	0	0.0%		)	0.0%	0		0
Vaitrose/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%	5 0	)	0.0%	0	0.0%	0
Westgate Retail Park, Gloucester	0.2%	4		0		1	0.0%	0	0.0%	0		0			0	0.0%	0				0.0%	0		1
Whitminster	0.1%	2		0		0		0		0		0			0	0.0%	0				0.0%	0		0
itney	0.1%	1		0		0		0		0		0			1	0.0%	0				0.0%	0		0
Votton	0.0%	0		0		0		0		0		0			0	0.0%	0				0.0%	0	0.0%	0
Oon't do) Can't remember)	15.7% 7.8%	315 156	27.0% 3.1%	24		22		10	17.3% 9.9%	17 10		6			1	28.8% 4.3%		34.3% 11.5%			17.2% 2.5%	19 3	13.7% 8.6%	11 7
Veighted base:	7.070	2009	5.170	89		126		49		100		47	1.7/0	6	5	r.5 /0	22	11.5/	30	)	10	08	0.070	78
Sample:		2008		100		100		101		100		103		10	0		100		101		10	00		100

Weighted:

	Total	-	Zone 1A (Cheltenha NE)		Zone 1B (Cheltenhar NW)	n (	Zone 1C Cheltenhar SE)	<b>n</b> (	Zone 11 Cheltenh SW)		Zone 2 (Bishops Cleeve)	<b>i</b>	Zone 3A (Cotswol North)	ds (	Zone 3E (Winchcon		Zone 4 (Cotswold South)	s	Zone 5A (Gloucester Central)		Zone 5B (Gloucester South)	r
Q12 Where did you last	buy good	ds su	ch as toy	s, ga	mes, bicy	cles	s, pets and	d pe	et produ	cts a	nd other i	recr	eational	good	ds?							
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	0.0%	0	0.8%	1	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	0.6%	1	0.6%	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	0.0%	0	0.8%	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
Cesco, 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
Vaitrose/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
Abbeydale District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeydale)	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
irmingham	0.1%	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
shops 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
ristol	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
ardiff	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0	0.0%	0
heltenham 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

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	Tota		Zone 1		Zone 1B		Zone 1C		Zone 1D		Zone 2		Zone 3			Zone 3B		Zone			Zone 5A		Zone 51	
			(Chelteni NE)	nam	(Cheltenhar NW)	n (	(Cheltenhar SE)	n (	(Cheltenha SW)	ım	(Bishops Cleeve)		(Cotswo North		(V	Vinchcon )	nbe	(Cotsw Sout		,	Flouceste Central)	r	(Glouces South)	
C 1 C 1	0.20/		,	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	0.0%	0
Cribbs Causeway	1.0%	20	0.7%	1	0.0%	0	0.0%	0	0.0%	0						0.6%	0	1.0%			0.0%	0	0.5%	
Dursley	0.2%	4	0.0%	0	0.00	0	0.0%	0	0.0%	0	0.000	0	0.0%	0		0.0%	0	0.0%	0		0.0%	0	0.0%	0
vesham TOWN CENTRE	2.2%	45	0.0%	0		0	0.0%	0	0.0%	0		0		0		0.6%	0	0.0%	0		0.0%	0	0.0%	0
Bloucester CITY CENTRE	10.6%	213	0.0%	0		3	0.7%	0	2.7%	3		0	0.0%	C		0.0%	0	2.8%	1				28.1%	22
Gloucester Quays (outlet centre), Gloucester	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	4.2%	1		6.9%	7	10.4%	8
lereford 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
ydney	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
alvern Link	0.1%	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%	3		0	0.00	0	0.0%	0	0.0%	0		0	0.0%	(		0.0%	0	0.0%	0		0.0%	0	0.0%	0
Ionmouth																								0
ailsworth	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%	-
ewport	0.1%	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
ershore	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
Quedgeley (district centre), Gloucester	2.1%	41	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(	)	0.0%	0	0.0%	0	)	8.8%	10	8.7%	7
oss 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
tratford upon Avon	0.7%	14	0.0%	0		0	0.0%	0	0.0%	0		0		1		0.0%	0	0.0%	0		0.0%	0	0.0%	0
oud	4.1%	82	0.0%	0	0.00	Ö	0.0%	0	0.0%	0	0.000	0	0.0%	(	•	0.0%	0	0.0%	0		0.0%	0	0.6%	1
ndon TOWN CENTRE	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
vkesbury	0.5%	11	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	(		0.0%	0	4.2%	1		0.0%	0	0.0%	0
•		1		0		0		0		0		0		(	-		0		0				0.0%	0
on-on-Severn	0.0%	_	0.0%				0.0%		0.0%			0	0.0%	-	-	0.0%	1	0.0%	0		0.0%	0		0
chcombe	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0		-	0.0%	0		4.7%	1	0.0%	-		0.0%	0	0.0%	-
cester CITY CENTRE	0.7%	14	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
rnet / Mail order	12.4%	249		20		7	10.7%	5	4.9%		10.4%	5		9		11.3%			4		1.5%	2	5.9%	5
eymead	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.000	0	0.0%	(		0.0%	0	0.0%	0		0.0%	0	0.0%	0
oad	0.0%	0		0		0	0.0%	0	0.0%	0		0		C		0.6%	0	0.0%	0		0.0%	0	0.0%	0
i, Gloucester Road, 'ewkesbury	0.1%	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
da, Eastgate Street,	0.1%	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
Gloucester	0.20/	,	0.00/	_	0.004	0	0.004		4.007		0.004	^	0.007	_		0.004	^	0.007	^		0.00/	0	0.007	
da, Hatherley Lane,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	(	)	0.0%	Ü	0.0%	0	,	0.0%	0	0.0%	0
Cheltenham	0.001	^	0.00/	^	0.00/	_	0.00/	_	0.00/		0.00/	0	0.50/	_		0.00/	0	0.001	^		0.00/		0.00/	
bury	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
nstaple	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
nwood	0.0%	1	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
keley	0.1%	2	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	C	-	0.0%	0	0.0%	0		0.0%	0	0.0%	0
ırton-on-the-Water	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	l	0.8%	0	0.0%	0		0.0%	0	0.0%	0
dford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0
ockworth	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	1.9%	1		0.0%	0	0.0%	0
m	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C	)	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0
ntral London	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	C	)	0.0%	0	0.0%	0		0.0%	0	0.0%	0
arlton Kings	0.0%	0		0		0	0.7%	0	0.0%	0		0	0.0%	Č		0.0%	0	0.0%	0		0.0%	0	0.0%	0
ipping Campden	0.0%	1	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
ney Hill	0.0%	2	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	(	•	0.0%	0	0.0%	0		0.0%	0	0.0%	0
vies Road, Evesham	0.1%	6		0		0	0.0%	0	0.0%	0		0	0.0%	(		0.0%	0	0.0%	0		0.0%	0	0.0%	0
ast Dulwich	0.5%	0		0	0.00	0	0.0%	0	0.0%	0		0		(	-	0.0%	0	0.0%	0		0.0%	0	0.0%	0
st Dulwich	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.7%	C	,	0.0%	U	0.0%	U	'	U.U70	U	0.0%	U

	Total		Zone 1A		Zone 11		Zone 1C (Cheltenhai	m	Zone 1D		Zone 2 (Bishops		Zone 3A	s 1	Zone 3B Winchcom		Zone (Cotswe			one 5A ouceste	r	Zone 5B	
			NE)	4111	NW)	4111	SE)		SW)		Cleeve)		North)		)	ibe	South		,	entral)	•	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		Ö		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	0.0%	0	0.0%	0		0	0.0%	0		0%	0	0.0%	0
edbury	0.1%	2		0		0		0		0		0	0.0%	0		0		0		0%	0	0.0%	0
idl, Eastern Avenue, Gloucester	0.0%	1		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%	Ö	0.0%	0		0		0		8%	1	0.0%	0
Maybird Shopping Park, Stratford upon Avon	0.3%	5		0		0		0		0		0	6.4%	4		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
lewent	0.0%	1		0		0	0.07.0	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
odsmead	0.0%	0	0.0%	0	0.0%	0	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
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,	0.0%	0	0.0%	0	0.0%	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
Gloucester 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	0.0%	0	0.6%	0	2.	6%	3	1.5%	1

	Total		Zone 1 (Chelten NE)	ham	Zone 1 (Cheltenh NW)		Zone 10 (Cheltenh SE)		Zone 11 (Cheltenh SW)		Zone 2 (Bishops Cleeve)		Zone 3 (Cotswo North	lds		one 3B chcom		Zone 4 (Cotswol South)	lds	Zone 5A (Gloucesto Central)	er	Zone 5I (Gloucest South)	ter
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%	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%	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	0.0	)%	0	0.8%	0	0.0%	0	0.0%	0
Геsco 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%	0
Fesco 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%	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
Fesco 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%	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%	0
The Range, Gloucester Retail Park, Eastern Avenue,	0.1%	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	0.40/		0.00/		0.00/		0.00/	_	0.004		0.004		0.00/			201		0.00/		0.00/	_	0.00/	
e Range, Tewkesbury Road, Cheltenham	0.1%	1	0.070	0		0		0	21272	0		0		0				0.0%	0	0.0%	0	,	0
ys R Us, Oxford Road, Swindon	0.1%	2		0		0		0	0.0%	0		0		0				0.0%	0	0.0%	0		0
oys 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		0	3.0%	3	2.4%	2
aitrose, 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
Vaitrose, 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
Vaitrose, 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
Vestgate 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
Veston-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
tney	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
yevale 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
<u> </u>	0.1%	1	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.00/	0	0.0%	0	0.0	20/-	0	0.00/	0	0.00/	Λ	0.00/	Λ
ate		552		0	32.2%	0		0		0				0			0			0.0%	0		0
Don't do) Can't remember)	27.5% 3.2%	553 64	43.4% 1.3%	39 1		41 4		20	28.3% 1.5%	28	23.0% 3.9%	11 2		1	37.8 4.8		8	36.3% 4.8%	11 1	28.2% 4.1%	30 4	27.9% 3.9%	22 3
an i icincinoci)	3.470	04	1.370	1	J. <del>+</del> 70	4	1.070	1	1.370	1	3.770	2	1.070	1	4.0	J /U	1	4.070	1	<b>→.</b> 1 70	4	3.770	ی

By Zone
Weighted:

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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Tot		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)
Weighted base:	2009	89	126	49	100	47	65	5 22	30	108	78
Sample:	2008	100	100	101	100	103	100	100	101	100	100

	Total		Zone 1A (Cheltenh NE)		Zone 1B (Cheltenhar NW)	<b>m</b> (	Zone 1C Cheltenha SE)	m (	Zone 11 (Cheltenh SW)		Zone 2 (Bishop Cleeve)	S	Zone 3 (Cotswo North	lds		e 3B hcomb	e	Zone 4 (Cotswold South)	ls	Zone 5 (Glouces Centra	ter	Zone 5 (Glouces South	ster
Q13 Where did you last	buy cher	nist g	oods (in	cludi	ng health	and	l beauty p	rod	lucts)?														
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	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	0.0	6	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	0.0	6	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	5.69	6	1	0.6%	0	0.0%	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	2.09	6	0	0.6%	0	0.0%	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	0.09	%	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	6	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	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
Abbeydale District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeydale)	0.6%	11	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.09	6	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	0.0	6	0	0.6%	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	0.09	6	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	0.09	%	0	2.2%	1	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	6	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	0.09	6	0	0.6%	0	0.0%	0	0.0%	0
Bath	0.2%	5	0.0%	0		0	6.8%	3	1.0%	1		0		0				1.8%	1	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	0.00	0
Bishops Cleeve	1.8%	35	2.8%	2	4.3%	5	0.0%	0	0.0%		54.6%	26		0			1	0.0%	0	0.0%	0		0
Bristol	0.2%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0		0		2			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%	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	37.59	6	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	6	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	6	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	0.09	6	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	6	0	0.0%	0	0.0%	0	0.0%	0

	Tota		Zone 1A (Cheltenhar NE)	m	Zone 1B (Cheltenham NW)	ı (	Zone 1C Cheltenham SE)	(	Zone 1D Cheltenhar SW)	m	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)		Zone (Winch		e (	Zone 4 (Cotswold South)	ls	Zone 5. (Glouces Centra	ster	Zone 5 (Glouce South	ster
Cribbs Causeway	0.4%	8	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	0.6%	1
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
Evesham TOWN CENTRE	5.9%	118		0		0	0.0%	)	0.0%	0	0.0%	0	5.5%	4			0	0.0%	0	0.0%	0		0
oucester CITY CENTRE	13.4%	269	1.5%	1		0	0.9%		2.7%	3	0.0%	0	0.0%	0			0	1.9%	1	50.6%		20.5%	16
oucester Quays (outlet centre), Gloucester	1.5%	30	0.0%	0		0	0.0%		0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	9.6%	10		5
ereford 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
lney	1.8%	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	0.0%	0
lvern 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
onmouth	0.5%	10	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
lsworth	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
wport	0.1%	1	0.9%	1	0.0%	0	0.0%	)	0.0%	0	0.0%	0	0.0%	0	0.0%	(	0	0.0%	0	0.0%	0	0.0%	0
shore	1.2%	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
edgeley (district centre), Gloucester	3.0%	61	0.0%	0	0.0%	0	0.0%	)	0.0%	0	0.0%	0	0.0%	0	0.0%	(	0	0.0%	0	4.2%	4	45.3%	36
ss on Wye	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
w on the Wold	0.3%	6	0.0%	0	0.0%	0	0.0%	)	0.0%	0	0.0%	0	9.2%	6	0.0%	(	0	0.0%	0	0.0%	0	0.0%	0
atford upon Avon	0.2%	4	0.0%	0	0.0%	0	0.0%	)	0.0%	0	0.0%	0	3.3%	2	0.0%	(	0	0.0%	0	0.0%	0	0.0%	0
ud	7.2%	145	0.0%	0	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
don 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	0.6%	0	0.0%	0	0.0%	0
esbury	4.1%	83	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
n-on-Severn	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
hcombe	0.3%	6	0.0%	0	0.0%	0	0.0%	)	0.0%	0	0.0%	0	0.0%	0	25.8%	(	6	0.0%	0	0.0%	0	0.0%	0
ster CITY CENTRE	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
et / Mail order	3.1%	61	4.3%	4	2.4%	3	0.9%	)	3.0%	3	1.5%	1	7.0%	5			2	3.1%	1	4.9%	5	3.3%	3
[	0.1%	1	0.0%	0		0	0.0%	)	0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0		0
rookend Street,	0.0%	0		0		0	0.0%		0.0%	0	0.0%	Ö	0.0%	0			0	0.0%	0	0.0%	0		0
on-Wye ewkesbury Road,	0.0%	1	0.0%	0		1	0.0%		0.0%	0	0.0%	0	0.0%	0				0.0%	0	0.0%	0		0
eltenham Hatherley Lane,	0.2%	5	0.0%	0	1.9%	2	0.0%	)	1.7%	2	0.9%	0	0.0%	0	0.0%	(	0	0.0%	0	0.0%	0	0.0%	0
eltenham , Naas Lane Link Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	)	0.0%	0	0.0%	0	0.0%	0	0.0%	(	0	0.0%	0	0.0%	0	0.0%	0
ngsway, Quedgeley	0.10/	1	0.004	0	0.00/	^	0.00/		0.007	0	0.004	0	1.60/	1	0.00		^	0.007		0.00/		0.00/	0
ıry	0.1%	1	0.0%	0		0	0.0%		0.0%	0	0.0%	0	1.6%	1	0.0%		0	0.0%	0	0.0%	0		0
ey	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
n-on-the-Water	0.3%	5		0		0	0.0%		0.0%	0	0.0%	0	7.9%	5	0.0%		0	0.0%	0	0.0%	0		0
	0.0%	1	0.0%	0		0	0.0%		0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0		0
vay	0.1%	1	0.0%	0		0	0.0%		0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0		0
worth	0.9%	18	0.0%	0		0	0.0%		0.0%	0	0.0%	0	0.0%	0			0	2.5%	1	1.0%	1	0.0%	0
ge	0.1%	1	0.0%	0		0	0.0%		0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0		0
ross	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%	2		0		0	0.0%		0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0		0
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
ord	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
ping Campden	0.3%	5	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
pping Norton	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

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	Total		Zone 1A (Cheltenham	ı (	Zone 1B Cheltenham	((	Zone 1C Cheltenhan	ı (	Zone 1D Cheltenha		Zone 2 (Bishops		Zone 3.			Zone 3B Vinchcom		Zone 4 (Cotswolds	s	Zone 5A (Glouceste		Zone 5B (Glouceste	
			NE)	- (	NW)		SE)	- (	SW)		Cleeve)		North		( .	)		South)		Central)		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
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
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
vbrook	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
dbridge	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
ern Avenue Retail Area, loucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
sham Retail Park, vesham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	1.0%	0	0.0%	0	0.0%	0	0.0%	0
rford	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
lagher Retail Park, Cheltenham	1.3%	25		2		8		1	3.2%	3	8.0%	4	1.6%	1		4.4%	1	0.0%	0	0.0%	0		0
avitree	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
cclecote	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
gsditch Retail Park, Theltenham	0.2%	4	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
ngsholm	0.1%	1	0.0%	0	0.0%	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.6%	1	0.8%	1
khampton	0.1%	1	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
bury	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
ds	0.0%	1	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
l, 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
dl, 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
ndon, 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	0.6%	1	0.0%	0
levens	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
rook	0.0%	0	0.0%	0	0.0%	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
vern Retail Park, alvern	0.0%	1	0.0%	0	0.0%	O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
on	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
oird Shopping Park, atford upon Avon	0.2%	5	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
chinhampton	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
eldean	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
pellier	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
ton-in-Marsh	0.5%	10	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
ons, Ashchurch Road,	0.1%	1		0		)		0	0.0%	0	0.0%	0		0		0.0%	0		0	0.0%	0	0.0%	0
risons, Davies Road, yesham	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
rrisons, Heron Way, lbbeydale	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
vent	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
thleach	0.2%	4		0	0.0%	)		0	0.0%	0	0.0%	0	5.8%	4		0.0%	0		0	0.0%	0	0.0%	0
rton	0.0%	1	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
nswick	0.1%	1		0		)		0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1A	. (	Zone 1B Cheltenham		Zone 1C	. (	Zone 1D	m	Zone 2 (Bishops		Zone 3A (Cotswold	s (	Zone :			Zone 4		Zone 5A (Gloucester		Zone 5B (Gloucester	r
			NE)		NW)	(*	SE)	. (	SW)	•••	Cleeve)		North)		)	ombe	`	outh)		Central)		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
-	0.1%	2		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%	0	0.0%	0	0.0%	)		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0
ainsbury'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
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
ainsbury'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	2.1%	2
Marks	0.2%	3		0		3		0	0.0%	0	0.0%	0	0.0%	0		0			0	0.0%	0	0.0%	0
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	1.6%	2	0.0%	0
onehouse	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	0.5%	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
sco 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	1.0%	1	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.	8%	0	0.0%	0	0.0%	0
esco Superstore, Church Road, Bishops Cleeve	0.1%	2	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
sco 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
sco Superstore, Fosse Way, Stow-on-the-Wold	0.0%	0	0.0%	0	0.0%	)	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.	0%	0	0.0%	0	0.0%	0
sco 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
co Superstore, High treet, 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
co Superstore, Midland Vay, 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
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
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
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
2	0.2%	3		0		)		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0
worth	0.0%	1		0		)		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0	0.6%	1	0.0%	0
•	0.1%	3		0		)		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0
•	0.0%	1		0		)		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		,,,	1	0.0%	0	0.0%	0
•	0.2%	4		0		)		0	0.0%	0	0.0%	0	5.7%	4	0.0%	0			0	0.0%	0	0.0%	0
,	0.3%	6		0		5		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0
,	4.0% 1.7%	81		5		4		3	4.6%	5	0.0%	0	4.7%	3	5.8%	1			3	4.8%	5	3.6%	3
Can't remember)		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

By Zone
Weighted:

## 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)
Weighted base:	2009	89	126	5 49	100	47	6:	5 22	30	108	78
Sample:	2008	100	100	101	100	103	10	0 100	101	100	100

	Tota	1	Zone 1. (Cheltenh NE)		Zone 11 (Cheltenh NW)		Zone 1 (Chelten SE)	-	Zone 1 (Chelten SW)	ham	Zone 2 (Bishop Cleeve)	os	Zone 3 (Cotswo North	olds	Zone (Winche		Zone (Cotswo	olds	Zone 5 (Glouce Centra	ster	Zone (Glouc Sout	ester	
Q14 Where did you last b	ouy a lai	rge el	ectrical i	tem	such as fi	ridge	es, freez	ers, c	lishwas	hers,	cookers,	, was	shing ma	achin	nes, mic	rowav	es, vacu	ıum c	leaners	?			
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	
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		25	9.3%	12		10	21.5%	21	10.8%	5		8	17.0%	4	12.2%	4		1		1	
Chepstow	0.2%	4		0		0		0		0	0.0%	0		0		0	0.0	0	0.0%	0		0	
Cinderford	0.2%	3		0	0.00	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		1	0.0,0	0		3		0		0	
Coleford	0.1%	3		0		0		0	0.0%	0	0.0%	0		0		0		0		0		0	
Cribbs Causeway	1.7%	34		1	0.0%	0		0	0.6%	1	0.0%	0		0		0		0	0.8%	1		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	
Evesham TOWN CENTRE	5.1%	102		0		0		0	0.0%	0	0.6%	0		9	,	1	0.6%	0	0.00	0		0	
Gloucester CITY CENTRE	9.6%	193		2		2		2	2.7%	3		3		1		1		1	20.4%		15.7%	12	
Gloucester Quays (outlet centre), Gloucester	1.2%	24		0		0		0	1.8%	2		1		0		0		0		3		3	
Great Malvern	0.0%	1	0.0%	0		0		0	0.0%	0	0.0%	0		0		0		0	0.0%	0		0	
Hereford TOWN CENTRE	0.0%	1	0.0,0	0	0.00	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	
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	
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	

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	Total	l	Zone (Chelte NE	nham	(Chel	one 1B eltenham NW)	(Chel	ne 1C tenham SE)		Zone 1I Cheltenh SW)		Zone 2 (Bishops Cleeve)	s	Zone 3 (Cotswo North	lds		Zone 3E Vinchcon		Zone 4 (Cotswole South)	ds	Zone 5A (Gloucest Central	er	Zone 5 (Glouces South)	ter
Pershore	0.1%	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
Quedgeley (district centre), 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	1.0%	1	4.9%	4
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
Stow on the Wold	0.1%	1	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
Stratford upon Avon	0.3%	5	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	0.0%	0
Stroud	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	0.0%	0
Swindon TOWN CENTRE	0.6%	11	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
Tewkesbury	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
Winchcombe	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	0.4%	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
Internet / Mail order	21.3%	429		10						14.3%		23.9%	11	32.1%	21		26.5%		16.1%	5	14.0%	15	22.6%	18
Argos, Eastgate Street,	0.1%	1	0.0%	0			0.0			0.0%	0		0		0		0.0%	0		0	0.0%	0		0
Gloucester		_																						
Asda, Bruton 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
Asda, Hatherley Lane,	0.0%	1	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
Cheltenham Ashchurch Trading Estate,	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
Tewkesbury																								
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%	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	0.0%	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	0.5%	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%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Banbury Cross Retail Park,	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
Banbury	0.20/	_	0.007	^	0.0	20/		0/	`	0.00/	0	0.00/	0	0.00/	^	`	0.004	^	0.00/		0.00/	0	0.50/	^
Sarnwood	0.3%	6		0			0.0			0.0%	0		0	0.0%	0		0.0%	0	0.0%	0	0.0%	0		0
Blackpole Retail Park, Blackpole Road, Worcester	0.1%	1	0.0%	0	0.0	J%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	0.0%	1	0.0%	0	0.0	)%	0.0	% (	)	0.0%	0	0.0%	0	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		0
Cam	0.3%	5	0.0%	0	0.0	70%	0.0	% (	1	0.0%	0	0.0%	0	0.0%	0	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
		3 1		0							0	0.000	-		0			0		0		0		0
entral London	0.0% 0.0%	1	0.0%							0.0%		0.0%	0		0		0.0%	0	0.0% 0.0%	0	0.0% 0.0%		0.0% 0.0%	0
harlton Kings		_		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
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
stern Avenue Retail Park, Gloucester	0.4%	7	0.0%	0	0.0	J%	0.0	% (	)	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	4.4%	5	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	0.0%	0	0.0%	0	0.0%	0
Evesham Retail Park,	0.0%	0	0.0%	0	0.0	J%	0.0	% (	)	0.0%	0	0.0%	0	0.5%	0	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	,	Zone 1A (Cheltenh NE)		Zone 1B (Cheltenhan NW)	n (	Zone 1C Cheltenhai SE)	m (	Zone 1D (Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)		Zone 3B (Winchcom		Zon (Cotsv Sout	volds	(G	Zone 5A Floucester Central)	•	Zone 5B (Gloucesto South)	
Worcester Road, Evesham	1.60/	32	2.80/	2	4.10/	_	0.70/	0	4 40/	4	7.10/	2	0.00/	0	2.20/	1	0.00/	0		0.00/	0	0.00/	0
Gallagher Retail Park, Cheltenham	1.6%	32	2.8%	2	4.1%	5	0.7%	U	4.4%	4	7.1%	3	0.0%	0	2.3%	1	0.0%	0	, (	0.0%	U	0.0%	U
Greenbridge 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	0.0%	0
Hereford Retail Park, 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, Elgar Retail Park, Worcester	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
Kingsditch Retail Park, Cheltenham	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
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%	1	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	0.0%	0	0.6%	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	0.0%	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
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
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	0.6%	0	) (	0.0%	0	0.0%	0
Newent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	) (	0.0%	0	0.0%	0
Vorton	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
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
PC World, Tewkesbury Road, Cheltenham	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
Reclaim, Lansdown Industrial Estate, 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
Richer Sounds, 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
Riverside Retail Park, 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	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, 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	0.6%	0	) (	0.0%	0	0.0%	0
Southbrook Retail Park, Eastern Avenue, Gloucester	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
St Oswalds Retail Park, 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	0.0%	0	) 1	1.8%	2	0.0%	0

Total Zone 1A Zone 1B Zone 1C Zone 1D Zone 2 Zone 3A Zone 3B Zone 4 Zone 5A Zone (Cheltenham (Cheltenh	ester
Stonehouse 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
Talbot Green Shopping Park, 0.0% 0 0.0% 0 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0
Llantrisant	
Tesco Extra, Brockworth, 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% 0 0.0% Gloucester Business Park,  Gloucester	(
Tesco Extra, Kings Meadow, 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	(
Cricklade Road,	
Tesco Extra, Quedgeley 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 4.1%	3
District Centre, Bristol Road, Gloucester	
	(
Tesco Superstore, Colletts 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% Drive, Cheltenham	U
Tesco Superstore, High 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0
Street, Cam, Dursley	Ü
Tewkesbury Business Park, 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
Tewkesbury Tufthorn Industrial Estate, 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0
Tufthorn Industrial Estate, 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Stepbridge Road, Coleford	0
Waitrose/John Lewis, 0.2% 4 1.1% 1 0.0% 0 1.8% 1 0.6% 1 0.6% 0 0.0% 0 0.0% 0 0.6% 0 0.0% 0 0.0%	0
Honeybourne Way,	U
Cheltenham	
Witney 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0
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 0.0% 0 0.0%	0
(Don't do) 12.4% 249 37.8% 34 24.5% 31 16.2% 8 26.0% 26 10.4% 5 6.7% 4 19.0% 4 30.3% 9 26.1% 28 12.8%	10
(Can't remember) 6.9% 139 3.5% 3 3.5% 4 6.8% 3 2.1% 2 4.2% 2 5.0% 3 4.0% 1 7.6% 2 5.6% 6 6.0%	5
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

September 2015

#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Total Zono 1D

	Total		Zone 1A (Cheltenhan NE)	n (	Zone 1B Cheltenham NW)	ı ( <b>(</b>	Zone 1C Cheltenham SE)	(0	Zone 1D Cheltenhar SW)	n	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)		Zone ( (Winched)		(C	Zone 4 Cotswolds South)	•	Zone 5A (Gloucester Central)	ŗ	Zone 5B (Gloucester South)	
Q15 Where did you last band shavers.	ouy smal	l hou	sehold ele	ctri	ical/battery	ар	pliances in	clu	uding aud	lio	visual, ph	oto	graphic a	nd	informa	tion p	oroc	cessing e	qı	uipment, s	ucl	n as camer	as, personal computers, hairdryers,
Argos, Eastgate Street, 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	0.6%	1	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%	0	0.7%	0	0.8%	0	2	2.2%	1	0.0%	0	0.0%	0
Argos, St Oswalds, Gloucester	2.2%	44	0.0%	0	0.0%	0	0.0% 0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	1	1.0%	0	3.9%	4	4.0%	3
Argos, Tewkesbury Road Retail Park, Cheltenham	0.9%	18	2.7%	2	1.2%	2	0.9% 0		2.6%	3	10.9%	5	0.7%	0	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bruton Way, 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%	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%	0	0.0%	0	0.0%	0	0	0.0%	0	12.2%	13	10.6%	8
Currys/PC World, Eastgate Street, 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%	0
Currys/PC World, Tewkesbury Road, Cheltenham	6.0%	121	2.2%	2	21.0% 20	6	16.5% 8		8.0%	8	16.3%	8	8.5%	6	9.1%	2	9	9.1%	3	0.0%	0	0.6%	1
Maplin, Eastern Ave, 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%	0
Maplin, 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%	0
Maplin, Winchcombe Street, Cheltenham	0.1%	1	1.1%	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%	0
Morrisons, Glevum Shopping Centre, Abbeydale, 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%	0
Morrisons, Shurdington Road, 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	0.6%	0	0.0%	0	0.0%	0
PC World, 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%	0
PC World, Tewkesbury Road, Cheltenham	0.3%	5	0.0%	0	1.0%	1	1.1% 1		1.5%	2	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	0.6%	1	0.0%	0
Sainsburys, Tewkesbury Road, Cheltenham	0.2%	3	0.0%	0	0.0%	0	1.6% 1		0.0%	0	1.5%	1	0.0%	0	1.3%	0	0	0.0%	0	0.0%	0	0.0%	0
Sony Centre, Regent Arcade, 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
Tesco, Colletts Drive, Cheltenham	0.4%	8	0.0%	0	4.5%	6	1.1% 1		0.6%	1	0.6%	0	0.0%	0	4.3%	1	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	1.2%	24	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	11.4%	9
Tesco, St Oswalds Road,	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	0.6%	1	0.0%	0

	Tota	l	Zone 1 (Chelten NE)	ham	Zone (Chelte NV	nham	Zone 1 (Chelten SE)		Zone 1 (Cheltenl SW)		Zone 2 (Bishops Cleeve)		Zone 3 (Cotswo North	lds		one 3B chcom		Zone 4 (Cotswol South)	ds	Zone 5. (Glouces Centra	ter	Zone 5 (Glouce South	ster
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
Cheltenham TOWN CENTRE	7.9%	159		26	19.6%	25			29.9%	30	8.7%	4		10	30.9			17.3%	5		3		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	0.0	3%	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	5%	0	0.0%	0	0.0%	0	0.0%	0
loucester 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
loucester 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
lereford 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
dney	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
alvern 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
wport	0.1%	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
edgeley (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
oss 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
ow 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
ratford 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
oud	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
ndon 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
wkesbury	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
nchcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6	5%	0	0.0%	0	0.0%	0	0.0%	0
orcester 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	5%	0	0.0%	0	0.0%	0	0.0%	0
ernet / 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	9%	4	24.9%	7	23.5%	25	30.4%	24
road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.0%	0	0.0%	0	0.0%	0
vis 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
sda, 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
hchurch 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
kQ, 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
&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
anbury 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

	Total		Zone 1A	m	Zone 1B (Cheltenhar	n (	Zone 1C	m (	Zone 1D		Zone 2 (Bishops		Zone 3			Zone 3B Vinchcom		Zone 4		Zone 5A (Glouceste		Zone 5B (Glouceste	r
			NE)		NW)		SE)	'	SW)	••••	Cleeve)		North		( , ,	)		South		Central)		South)	•
Worcester			,		ŕ		ŕ		ŕ		ŕ					ŕ		,	,	ŕ		ŕ	
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	0.0%	0
Bradley Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0
ockworth	0.0%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0
m	0.1%	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
ntral London	0.0%	2		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	5.1%	2	0.0%	0	0.0%	0
nev Hill	0.1%	5	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0		0	0.0%	0	0.8%	1
stern Avenue Retail Park,	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
Gloucester																							
vesham Retail Park, Evesham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
our Pools Retail Park,	0.1%	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%	C
Evesham																							
ıllagher Retail Park, Cheltenham	1.0%	19	3.6%	3	5.1%	6	0.7%	0	4.4%	4	4.5%	2	0.0%	C	)	2.4%	1	0.6%	0	0.0%	0	0.0%	C
llmans, St Oswald Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C	)	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Gloucester reenbridge Retail Park,	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%	(
Swindon	0.270		0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070		0.070			0.070	Ü	0.070		0.070			
empsted	0.1%	2	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
ereford 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
gh 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
nebase, Eastbrook Road,	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
Gloucester																							
ngsditch 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
ewisham	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
chfield	0.1%	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
sglas Industrial Estate ewport	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
lvern Retail Park, Roman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Way, Malvern	0.10/	•	0.00/		0.00/	_	0.00/		0.00/		0.00/	0	2.50/	~		0.00/	0	0.00/		0.00/		0.00/	_
ybird 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	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
lton 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
rrisons, 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
orrisons, Davies Road,	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	0.10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	Λ	0.00/	Λ	0.00/	0	1	0.00/	0	0.00/	0	0.00/	Δ	0.0%	0
orrisons, 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%	U
went	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
rbital Shopping Park, Thamesdown Drive,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	O	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon comford	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
minoru	0.0%	1	0.0%	U	0.0%	U	0.070	U	0.0%	U	0.0%	U	0.8%	1		0.070	U	0.0%	U	0.0%	U	0.0%	U

	Total		Zone 1. (Cheltenh NE)		Zone 11 (Cheltenh NW)		Zone 1 (Cheltenh SE)	-	Zone 1 (Chelten SW)	_	Zone 2 (Bishop Cleeve	S	Zone 3A (Cotswold North)	s (	Zone 31 Winchcon	_	Zone (Cotswo South	lds	Zone 5 (Glouces Centra	ster	Zone 5E (Gloucest South)	
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, 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	1.6%	1
Shires Gare Retail Park, Leamington Spa	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
Stonehouse	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%	(
Tesco Extra, Brockworth, Gloucester Business Park, Gloucester	0.8%	16	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%	(
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	0.8%	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	0.0%	0	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	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Fesco Superstore, Midland Way, Thornbury, Bristol	0.1%	1	0.0%	0	0.0%	0		0		0	0.0%	0	,.	0	0.070	0		0	0.0%	0		0
esco 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
esco 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
esco Superstore, Worcester Road, Evesham ewkesbury Business Park,	0.5%	10	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	,.	0	0.070	0		0	0.0%	0		0
Tewkesbury		Ü										Ü		Ü	0.070							
Victoria Business Park, York Road, Burgess Hill	0.1%	2	0.070	0	0.0%	0		0		0	0.0%	0	,.	0	0.070	0		0		0	0.070	0
Witney	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%		26.8%	24	20.3%				28.0%	28	9.9%	5	15.6%	10	22.0%	5	24.8%	7	27.3%	29	9.4%	7
Can't remember)	5.4%	108	3.1%	3	5.5%	7	4.4%	2	1.6%	2	3.3%	2	2.2%	1	3.4%	1	1.8%	1	3.6%	4	1.3%	1
Veighted base: ample:		2009 2008		89 100		126 100		49 101		100 100		47 103		65 00		22 100		30 101		108 100		78 100

	Tota		Zone 1 (Chelten NE)	ham	Zono (Chelto NV	nham	Zone (Chelter SE)	ham	Zone 1 (Chelten SW)	ham	Zone 2 (Bishop Cleeve	os	Zone (Cotswe	olds	Zone (Winch		Zono (Cotsw Sout	volds	Zone (Glouce Centr	ester	Zone (Glouc Sout	ester
Q16 Where did you last I	ouy DIY	good	s includ	ling p	aints,	wallpap	er, hon	ne imį	oroveme	nt, to	ols, gard	len g	oods, e	tc, bı	ut not c	arpets	?					
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
he 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
he 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
voli 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
ickes, 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
ickes, 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
ilkinsons, 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
lkinsons, 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
mingham	0.2%	5	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
ops 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
1	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
f	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
enham TOWN NTRE	4.9%	98		21	13.4%	17		7	21.7%	22	8.2%	4	6.1%	4	18.7%	4	15.1%	4	0.0%	0		0
stow	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
ford	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
ester	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
rd	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
Causeway	0.6%	11		0			0.0%	0	0.0%	0	0.0%	0	0.0%	0				0		0		0
V	0.7%	15		0			0.0%	0	0.0%	0	0.0%	0	0.0%	0				0		0		0
am TOWN CENTRE	2.2%	44		1	0.6%		0.0%	0	0.0%	0	0.0%	0	6.3%	4			0.0%	0	0.00	0		0
icester CITY CENTRE	2.9%	58		0			0.0%	0	0.0%	0	0.0%	0	0.0%	0				0		7		8
oucester Quays (outlet centre), Gloucester	0.5%	10		1	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0				0		4		4

Weighted:

Great Malvern Hereford TOWN CENTRE	Tota	1	Zono (Chelto			Zone 1B		Zone 1C		Zone 1D		Zone 2		Zone 3A	١	7	Zone 3B		Zone 4		Zone 5A		Zone 5	R
Hereford TOWN CENTRE			N		((	Cheltenhan NW)	n (	Cheltenhan SE)	ı (	Cheltenha SW)		(Bishops Cleeve)		(Cotswol North)	ds			be	(Cotswold South)	ds	(Glouceste Central)	r	(Glouce South	ster
	0.1%	1	0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.0%	(	0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
dney	0.8%	16	6 0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
vern Link	0.2%	3	3 0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
onmouth	0.1%	1	0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
wport	0.0%	1	0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
hore	0.1%	2	2 0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
edgeley (district centre), floucester	0.3%	(	6 0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	1.7%	2	4.9%	4
ss on Wye	0.2%	5	5 0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
v on the Wold	0.0%	1	0.0%	6 (	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
ford upon Avon	0.2%	3			0	0.0%	0		0	0.0%	0	0.0%	0	3.4%	2		0.0%	0	0.0%	0	0.0%	0	0.0%	0
d	8.4%	169	0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	3.4%	3
ion TOWN CENTRE	0.1%	2			O	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0
esbury	1.0%	19			O	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0
-on-Severn	0.0%	1	0.070		0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0
ncombe	0.1%	1			0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		5.1%	1	0.0%	0	0.0%	0	0.0%	0
ester 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
t / Mail order	1.3%	27			-	1.6%	2		2	0.0%	0	1.5%	1	3.8%	2		3.5%	1	4.2%	1	1.6%	2	1.3%	1
1	0.0%	1			0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0
arnton Industrial Estate. ss-on-Wye	0.1%	1	0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
oury	0.2%	4	4 0.0%	6 (	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	0.0%	0
ood	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
ley	0.1%	1	0.0%	6 (	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Industrial Park, on-on-the-Water	0.1%	1	0.0%	6 (	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
ton-on-the-Water	0.1%	2	2 0.0%	6 (	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	0.0%	0
way	0.2%	4	4 0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4	4.3%	1	0.0%	0	0.0%	0	0.0%	0
	0.0%	(			O	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0
ing Campden	0.1%	3			O	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0
g Norton	0.1%	2			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
ster Retail Park, e 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
y Hill	0.1%	2				0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0
ook	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
Avenue Retail Park, ester	0.1%	1	0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	1.3%	1	0.0%	0
am Trade Centre, sham	0.2%	4	4 0.0%	6 (	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0
way Garden Centre, w Road, reton-in-Marsh	0.0%	(	0.0%	6 (	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
Pools Retail Park,	6.2%	124	4 0.0%	6 (	C	0.0%	0	1.1%	1	0.0%	0	0.6%	0	9.4%	6	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0
sham zher Retail Park, eltenham	0.4%	8	3 0.9%	ó 1	1	0.8%	1	0.0%	0	0.6%	1	6.9%	3	0.0%	0	C	0.6%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	(	Zone 1A Cheltenha NE)		Zone 1B (Cheltenhar NW)	n (	Zone 1C Cheltenhai SE)	n (	Zone 1D (Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswol North)	ds		Zone 3B inchcomb	эe	Zone 4 (Cotswol South)		Zone 5. (Glouces Centra	ter	(Glo	one 5B ouceste outh)	
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%	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%	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%	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
Kingsditch Retail Park, Cheltenham	0.2%	3	0.0%	0		0	0.0%	0	0.0%	0		1	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			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			3
eckhampton	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0.0%	0		0	0.0%	0			0
edbury	0.0%	1	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	0.0%	0	0.0%	0		0	0.0%	0		0.0%	0		0	0.0%	0			0
ove 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
Iaybird 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%	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%	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%	0
ew 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%	0
ewent	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
lewman 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%	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%	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%	0
restbury	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%	0
yeford 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%	0
t 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	0.0%	0	1.0%	1	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
windon 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%	0
Γaunton	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%	0
Fesco 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			1

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	Tota		Zone 1 (Chelten NE)	ham	Zone 1 (Cheltenl NW)	nam	Zone 1 (Chelten SE)	-	Zone 1 (Chelten SW)	ham	Zone 2 (Bishop Cleeve	S	Zone (Cotswe North	olds	Zone (Winche		Zone (Cotsw South	olds	Zone : (Glouce Centr	ster	Zone (Glouc Sout	ester
Road, Gloucester																						
Tewkesbury Business Park, Tewkesbury	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
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
Thorney Leys Business Park, Ducklington, Witney	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilsdown	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, 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	0.6%	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%	0	0.0%	0	0.0%	0	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	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	0.7%	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	0.0%	0	0.8%	1	0.0%	0
Wotton-under- Edge	0.0%	1	0.0%	0	0.0%	0	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	0.1%	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
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)	13.8%	278	27.0%	24	23.8%	30	10.1%	5	19.9%	20	11.1%	5	21.9%	14	21.3%	5	11.5%	3	24.0%	26	7.0%	6
(Can't remember)	1.9%	39	0.7%	1	1.9%	2	0.7%	0	0.0%	0	1.7%	1	1.0%	1	5.1%	1	9.0%	3	1.0%	1	6.1%	5
Weighted base: Sample:		2009 2008		89 100		126 100		49 101		100 100		47 103		65 100		22 100		30 101		108 100		78 100

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	Total	(	Zone 1A Cheltenham NE)	<b>1</b> (	Zone 1B Cheltenham NW)	ı (C	Zone 1C Cheltenhan SE)	ı (	Zone 1D Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)	s (	Zone 3 (Winchco		(Co	Zone 4 otswolds South)	(	Zone 5A (Gloucester Central)	r	Zone 5B (Gloucesto South)	
Q17 Where did you last b	ouy furnit	ure,	carpets an	d f	loor coveri	ngs	s?																
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	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.	0.0%	)	0.8%	1	1.5%	1
Allied Carpets, Gallagher	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	0.0%	0
Retail Park, Cheltenham 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	0.0%	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.	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	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	0.0%	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	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%	)	0.0%	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%	)	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	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.	0.6% (	)	2.0%	2	3.4%	3
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%	)	0.0%	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	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	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.	1.4% 1	1	0.0%	0	0.6%	1
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.	0.6% (	)	0.0%	0	0.0%	0
Multiyork 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	0.0%	0

	Tota	l	(Chel	ne 1A tenham NE)	((	Zone 1B Cheltenham NW)	ı (	Zone 1C Cheltenha SE)		Zone 11 (Cheltenh SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswol North)	ds		Zone 3B inchcon		Zone (Cotswe South	olds	(Gl	one 5A oucester entral)	•	Zone 5B (Gloucesto South)	
Cheltenham SCS Sofas, Kingsditch Retail	0.4%	7	0.0	% 0	)	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.7%	0	)	0.0%	0	0.0%	0	0.	0%	0	0.6%	1
Park, Cheltenham																									
SCS, St Oswald's Park, Gloucester	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.	0%	3	1.9%	2
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%	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	% C	)	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	)	0.0%	0	0.0%	0	2.	0%	2	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	0.0%	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%	0	0.0%	0	)	2.0%	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%	0	)	0.0%	0	0.0%	0	0.	0%	0	0.0%	0
Bristol	2.9%	59	1.1	% 1	1	1.6%	2	3.5%	2	0.0%	0	1.8%	1	5.8%	4		1.4%	0	1.9%	1	1.	5%	2	4.1%	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	0.0%	0	0.	0%	0	0.0%	0
Cheltenham TOWN CENTRE	7.2%	144	28.7	% 26	5	14.8% 1	9	34.1%	17	20.7%	21	10.4%	5	14.0%	9	2	21.8%	5	20.1%	6	3.	5%	4	3.4%	3
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
inderford	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
rencester	1.2%	23	0.0	% 0	)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	)	0.0%	0	1.8%	1	0.	0%	0	0.0%	0
oleford	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
ribbs Causeway	1.6%	33	1.3	% 1	1	0.0%	0	0.7%	0	0.0%	0	1.3%	1	1.2%	1		0.8%	0	1.0%	0	0.	0%	0	3.6%	3
ırsley	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
vesham TOWN CENTRE	2.8%	57	0.0	% 0	)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	3		0.6%	0	0.0%	0	0.	0%	0	0.0%	0
oucester CITY CENTRE	8.4%	170	1.1	% 1	1	6.5%	8	2.0%	1	3.0%	3	0.6%	0	0.0%	0	)	0.0%	0	2.0%	1	19.	5% 2	21	18.5%	14
loucester Quays (outlet	1.2%	24	0.9	% 1	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	)	0.0%	0	0.8%	0	0.	0%	0	7.4%	6
centre), Gloucester ereford TOWN CENTRE	0.1%	2	0.9	% 1	l	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0	0%	0	0.0%	0
ydney	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
alvern Link	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
onmouth	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
ailsworth	0.1%	12					0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0			0	0.0%	0
ewport	0.0%	2					0	0.0%	0	0.0%	0	0.0%	0		0		0.0%	0	0.0%	0			0	0.0%	0
rshore	0.1%	6					0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0			0	0.0%	0
Juedgeley (district centre), Gloucester	0.3%	6			)		0	0.0%	0	0.0%	0	0.0%	0		0		0.0%	0	0.0%	0		0%	1	2.8%	2
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
tow on the Wold	0.1%	1					0	0.0%	0	0.0%	0	0.0%	0	1.6%	1		0.0%	0	0.0%	0			0	0.0%	0
ratford upon Avon	0.1%	5	0.0				0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0			0	0.0%	0
roud	4.1%	83					0	0.0%	0	0.0%	0	0.0%	0		0		0.0%	0	0.6%	0		0%	1	0.5%	0
vindon TOWN CENTRE	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
ewkesbury	0.7%	14					0	0.0%	0	0.6%	1	0.9%	0	0.0%	0		0.0%	0	0.0%	0			0	0.0%	0
oton-on-Severn	0.1%	1					0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0		370 3%	0	0.0%	0
inchcombe	0.0%	1	0.0				0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		2.5%	1	0.0%	0			0	0.0%	Ö
Vorcester CITY CENTRE	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
Internet / Mail order	5.3%	106					8	6.5%	3	1.8%	2	2.6%	1	14.5%	9		7.5%	2	4.8%	1		8%	1	6.9%	5
TOTAL TITULE OF GOT	3.570	100	1.1	,,,	•	3.070	9	0.070	٥	1.070	-	2.070	•	11.070			, , 0	_	1.070		٥.	.,0	•	3.770	2

	Total	(	Zone 1A (Cheltenha NE)		Zone 1B (Cheltenhan NW)	<b>1</b> (	Zone 1C Cheltenham SE)	ı (	Zone 1D Cheltenhar SW)	m	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)	s (	Zone 31 Winchcon		Zone 4 (Cotswold South)	s	Zone 5A (Glouceste Central)	r	Zone 5B (Glouceste 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
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
Central London	0.3%	7	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
Charlton Kings	0.1%	1	0.0%	0		0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0		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		1		0	0.0%	0		0	0.0%	0	0.6%	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

Ledbury 0.1% 1 0.0% 0 0
Lower Road Trading Estate, 0.0% 1 0.0% 0 0.0
Lower Road Trading Estate, 0.0% 1 0.0% 0 0.0
Swindon  Metric Trade Park, 0.0% 1 0.0% 0 0.
Cirencester  Minehead 0.0% 1 0.0% 0 0
Morelands Trading Estate, 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% 0 0.6% 1 Gloucester Moreton-in-Marsh 0.3% 6 0.0% 0 0.0%
Morelands Trading Estate, 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 0.6% 1 Gloucester Moreton-in-Marsh 0.3% 6 0.0% 0 0.0%
$ \begin{array}{llllllllllllllllllllllllllllllllllll$
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 0.0% 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 0.8% 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 0.0% 0 0.0%
Southbrook Retail Park, 0.0% 1 0.0% 0
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 0.0% 0 1.5% 2 0.0% 0 Gloucester
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 0.0%
Cheltenham
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 0.0% 0 0.0% 0 0.0%
The Range, Tewkesbury 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 Road, Cheltenham
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 $0.0\%$ 0
Waitrose/John Lewis, 0.1% 3 0.0% 0 0.0% 0 0.0% 0 0.6% 1 4.6% 2 0.0% 0 0.
Warden Hills $0.1\%$ $2$ $0.0\%$ $0$ $0.0\%$ $0$ $0.0\%$ $0$ $1.8\%$ $2$ $0.0\%$ $0$ $0.0\%$ $0$ $0.0\%$ $0$ $0.0\%$ $0$ $0.0\%$ $0$ $0.0\%$ $0$ $0.0\%$
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 0.0% 0 0.0%
Westgate Retail Park, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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 0.0% 0 0.0%
Woodrow Way Retail Area, 0.0% 1 0.0% 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 Gloucester
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 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 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 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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	Total		Zone 1. (Cheltenh NE)		Zone 1 (Cheltenl NW)		Zone 1 (Cheltenl SE)		Zone 1 (Cheltenl SW)		Zone 2 (Bishor Cleeve	os	Zone 3 (Cotswo North	olds	Zon (Winch		e (	Zone 4 (Cotswold South)	ls	Zone 5A (Glouces Central	ter	Zone South	ster
Q18 Where did you last b	uy gard	lening	g goods?	?																			
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 1	16.1%	5	0.0%	0	3.4%	3
B&O 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		1	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,	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
Gloucester The Range, Tewkesbury	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
Road, Cheltenham Vickes, 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
Vickes, 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
/ilkinsons, 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
Vilkinsons, 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
irmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	, (	0	0.0%	0	0.0%	0	0.0%	0
shops 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
stol	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
neltenham TOWN CENTRE	4.8%		30.4%		15.3%	19			20.9%	21		3			13.6%			8.9%	3	1.0%	1	0.0%	0
nepstow	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
inderford	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
rencester	4.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	, (	0 1	16.6%	5	0.0%	0	0.0%	0
oleford	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
ribbs 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
ursley	0.3%	6	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0				0.0%	Ő	0.0%	0	0.0%	0
esham TOWN CENTRE	4.5%	91	0.0%	0		1	0.0%	0	0.0%	0	2.7%	1	3.0%	2				0.0%	0	0.0%	0	0.0%	0
oucester CITY CENTRE	3.2%	64	0.0%	0		0	0.0%	0	0.0%	1	0.0%	0		0				0.0%	0	9.2%	10		8
Floucester Quays (outlet centre), Gloucester	0.2%	5	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
ereford town centre	0.1%	1	0.0%	0		1	0.0%	0	0.0%	0		0		0				0.0%	Õ	0.0%	0	0.0%	0
/dney	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
alvern 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
Ionmouth	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
	0.1%			0		0		0		0	0.0%	0		0				0.0%	0	0.0%	0	0.0%	0
	U 4%	8	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%						0		0		
Nailsworth 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

	Total	l	Zone 1A	m	Zone 1B (Cheltenhar	n (	Zone 1C	m	Zone 1I (Cheltenh		Zone 2 (Bishops		Zone 3			Zone 3E		Zone 4		Zone 5		Zon (Glou	
			NE)		NW)	'	SE)		SW)		Cleeve)		North)		(	)		South		Centra		Sou	
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	0.0%	0	1.0%	1	0.09	, 6 C
Quedgeley (district centre),	0.8%	15		1		0	0.0%	0		0	0.0%	0	0.070	0		0.0%	0		0		5		
Gloucester	0.070	13	1.170	•	0.070	0	0.070	Ü	0.070	Ů	0.070	Ů	0.070			0.070	Ů	0.070	Ü	1.070	J	0.17	,
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	0.09	6 C
Stow on the Wold	0.1%	1	0.0%	0	0.000	0	0.0%	0	0.0%	0	0.0%	0		1		0.0%	0	0.0%	0	0.0%	0	,	
Stratford upon Avon	0.2%	5		0		Ö	0.0%	0	0.0%	0	0.0%	0		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		
Swindon TOWN CENTRE	0.0%	1	0.0%	0	0.000	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	0.6%	1	0.6%	0	0.070	0		0.6%	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		
Winchcombe	0.3%	6		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		6.2%	1	0.0%	0	0.0%	0		
Worcester CITY CENTRE	0.1%	3	0.0%	0		Ŏ	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		
Abroad	0.1%	2		0		0	0.7%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0		
Aldi, Bristol Road,	0.1%	3		0		0	0.0%	0	0.0%	0	0.0%	0		0		0.0%	0	0.0%	0		0		
Ouedgeley	0.170	3	0.070	Ü	3.070	0	3.070	0	0.070	9	3.070	J	0.070	0		3.070	Ü	0.070	3	0.070	3	5.17	
Aldi, Brookend Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	0.09	6 C
Ross-on-Wye	0.073	Ü	0.070	Ü	3.070	~	3.070	Ŭ	0.070	J	3.070	,	0.070			2.070	~	0.070	3	0.073	3	0.07	- 0
Aldi, Tewkesbury Road,	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	0.09	6 C
Cheltenham																							
Ashburnton Industrial Estate,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	0.09	6 C
Ross-on-Wye																							
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	0.69	6 1
Bourton-on-the-Water	0.2%	4	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		4		1.3%	0	1.2%	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		
Brockworth	0.1%	1	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	0.09	
Burford	0.3%	6	0.0%	0		0	0.0%	0	0.8%	1	0.0%	0		2	2	0.0%	0	4.3%	1	0.0%	0	0.09	6 C
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		
Chipping Campden	0.1%	2		0		Ŏ	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		
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		
Dobbies Garden Centre,	0.5%	11		0		Ŏ	0.0%	0	0.0%	0	0.0%	0		1		0.0%	0		0		0		
Siddington, Cirencester																							
Dundry Nurseries & Garden	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	0.09	6 C
Centre, Bamfurlong Lane,																							
Cheltenham																							
Eastwood Garden 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	0.09	6 C
Eastwood Park, Falfield,																							
Wotton-under-Edge																							
England's Finest Gardens,	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	0.09	6 C
The Common, Berkeley																							
Evesham Garden Centre,	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	0.09	6 C
Evesham Country Park,																							
Evesham																							
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	0.09	
Fairview Garden 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	0.09	6 C
Chapel Lane, Gloucester																							

											_													
	Total		Zone 1A (Cheltenha NE)		Zone 1B (Cheltenham NW)	ı (	Zone 1C (Cheltenhan SE)	n (	Zone 1D (Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3 (Cotswo North	lds	(V	Zone 3B Vinchcon		Zone 4 (Cotswold South)	ls	Zone 5A (Glouceste Central)	er	Zone 51 (Glouces South)	ter	
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	2	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	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%	C	)	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	
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	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%	C	)	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%	C	)	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%	C	)	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%	C	)	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%	C	)	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%	C	)	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%	C	)	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	
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%	C	)	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%	C	)	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%	C	)	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%	C	)	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%	C	)	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%	C	)	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	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%	C	)	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%	C	)	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	3	0.6%	0	2.5%	1	0.0%	0	0.0%	0	

	Total		Zone 1A (Cheltenha NE)		Zone 1B (Cheltenhar NW)	n (	Zone 1C (Cheltenha SE)		Zone 1I (Cheltenh SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)	ds		one 3B nchcom		Zone 4 (Cotswold South)	ds	Zone 5A (Glouceste Central)	er	Zone 5 (Glouce: South	ster
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
restbury	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
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
uinsbury'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
ainsbury'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
olihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0
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
t 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
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
aunton 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
tonehouse	0.2%	5		0	0.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		.0%	0	0.0%	0	0.0%	0		0
nnyside Garden Centre, Bristol Road, Dursley	0.0%	0		0		0	0.0%	0		0		0		0		.0%	0		0		0	0.0%	0
eddington	0.0%	1	0.0%	0	0.070	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0
sco 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
esco 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
ewkesbury 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
he 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

	Total	(	Zone 1A (Cheltenhar NE)	m (	Zone 1B Cheltenham NW)		Zone 1C Cheltenham SE)	(	Zone 1D Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)	s (	Zone 3B Winchcom	be	Zone 4 (Cotswold South)	s	Zone 5A (Gloucester Central)	r	Zone 5B (Glouceste 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	0.8%	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
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	0.8%	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	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
Tredington	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
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	1.3%	1	0.0%	0
p Hatherley	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
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
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	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	0.8%	1	2.1%	2
Vitney	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
Wyevale Garden Centre, Abergavenny Road, Raglan	0.1%	1	0.0%	0				Ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
Vyevale 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	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%	)	0.8%	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
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	0.8%	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
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

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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted: for DPDS September 2015

	Tota		Zone (Chelter		Zone (Chelter			ham	Zone 1 (Chelten		Zone (Bisho		Zone (Cotsw		Zone (Winche		Zone (Cotsw		Zone (Glouce		Zone (Glouce	
			NE	)	NW	)	SE)		SW)	)	Cleev	re)	Nort	h)	)		Sout	h)	Centr	al)	Sout	h)
Wyevale Garden Centre, Waterside, Nailsworth	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
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
(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	3.2%	2	0.7%	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: [Num	ber of vis	sits pe	r week]	l																		
Q19 Now thinking abou	t food sh	noppir	ng, how	often	do you	do yo	ur 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

	Total		Zone 1A (Cheltenham NE)	1 (	Zone 1B (Cheltenha NW)		Zone 1C (Cheltenha SE)		Zone 1 (Cheltenl SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswol North)	lds	Zone (Winch		((	Zone 4 Cotswolds South)		Zone 5A (Gloucest Central	ter	Zone 5 (Glouces South)	ter	
Q20 Where did you last on Those that do top-up sh			ehold's mai	n f	ood shop	pin	g?																	
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		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	
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	
Iceland, Oxbode, Gloucester Lidl, Bristol Road,	0.2% 0.5%	4 9		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% 1.4%	0 1		0	
Gloucester 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	

	Total		Zone 1A (Cheltenha NE)		Zone 1B (Cheltenha NW)		Zone 1C (Cheltenha SE)		Zone 1E (Cheltenh: SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)		Zone 3 (Winchco		(Cots	ne 4 wolds 1th)	(	Zone 5A (Glouceste Central)	er	Zone 5 (Glouces South	ter
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	4.49	6 .	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	0.09	6 (	0	0.7%	1	0.0%	0
Morrisons, Ashchurch Road,	1.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 (	0	0.0%	0	0.0%	0
Tewkesbury Morrisons, Glevum Shopping Centre, Abbeydale, 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%	6 (	0	1.4%	1	0.5%	0
Morrisons, Kingshill,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 (	0	0.0%	0	0.0%	0
Gloucester 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	0.09	6 (	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	0.0%	0	0.9%	0	0.09	6 (	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	15.19	6 4	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%	6 (	0	2.3%	2	0.0%	0
Sainsbury's, Bath Road,	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.69	6 (	0	0.0%	0	0.0%	0
Cheltenham 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	1.09	6 (	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	0.09	6 (	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%	6 2	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	0.09	6 (	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	0.09	6 (	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	2.19	6 .	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	0.09	6 (	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	1.39	6 (	0	0.0%	0	0.0%	0

Weighted:
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veighteu:																							September 20
	Total		Zone 1A (Cheltenh NE)		Zone 11 (Cheltenh NW)		Zone 1C (Cheltenha SE)		Zone 1D (Cheltenha SW)		Zone 2 (Bishops Cleeve)	S	Zone 32 (Cotswol	lds	Zone (Winch		e (	Zone 4 (Cotswolds South)		Zone 5A (Gloucester Central)		Zone 5B (Gloucester South)	,
Tewkesbury	0.2%	4	1.00/	2	1.0%	1	1 10/	1	0.0%	0	0.0%	0	0.0%	0	0.0%		0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Cheltenham	0.2%	4	1.9%	2	1.0%	1	1.1%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	'	U	0.0%	U	0.0%	U	0.0%	U
Tesco Superstore,	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 Road,	0.170	2	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	•	U	0.070	U	0.0%	U	0.0%	·
Churchdown																							
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	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
Drive, Cheltenham	1.770	32	1.570	•	13.170	10	1.7 70	-	0.270	0	5.070	_	0.070	·	3.070		•	7.070	-	0.070	0	0.070	v .
Tesco Superstore, St	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
Oswalds Road, Gloucester																							
Waitrose, Honeybourne	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
Way, Cheltenham						_						_		_	, •								
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),	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
Gloucester																							
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	0.8%	1	0.070		0		0		0	0.0%	0
Stroud	0.3%	6		0	0.000	0		0		0	0.0%	0	0.070	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	0.7%	(	0		0	0.070	0	0.0%	0
Internet / delivery	8.5%	159		6		6			11.4%		12.1%	4		14			1		2		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,	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
Ross-on-Wye Aldi, Canners Way,	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
Stratford-upon-Avon Aldi, Cricklade Road,	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
Cirencester 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

	Total		Zone 1A (Cheltenhan	n	Zone 1B (Cheltenham	. (	Zone 1C	n (	Zone 1D		Zone 2 (Bishops		Zone 3			Zone 3B Vinchcom		Zone (Cotswo			e 5A icester		Zone 5B (Glouceste	
			NE)		NW)	- (	SE)	,	SW)		Cleeve)		North		( , ,	)		South		,	tral)		South)	-
Thornbury			ŕ		,		ŕ		,		ŕ					ŕ							ŕ	
Aldi, Spytty Road, 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	V <sub>6</sub>	0	0.0%	0
Aldi, Swan Lane, Evesham	0.0%	5		0		0		0	0.0%	0	0.0%	0		1		0.0%	0		0			0	0.0%	0
	0.5%	9		0		0		0	0.0%	0		0		0		0.0%			0			0	0.0%	0
da, King George's Way, Pershore	0.5%	9	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	,	0.0%	U	0.0%	U	0.03	0	U	0.0%	U
da, Naas Lane Link Road,	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	0.99	%	1	6.6%	5
Kingsway, Quedgeley																								
&M, Avon Industrial	0.1%	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	0.09	%	0	0.0%	0
Estate, Birmingham Road,																								
Stratford Upon Avon																								
ourton-on-the-Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.9%	0	0.0%	0	0.09	%	0	0.0%	0
idgens, High Street,	0.1%	2		0		0		0	0.0%	0		0		2		0.0%	0		0			0		0
Moreton-in-Marsh		_		-		-		-		-		-		_			-		Ü	2.0	-	-		_
o-op, Angel Street,	0.1%	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%	C
Worcester	J.1 /U	1	3.070	U	0.070	9	0.070	J	3.070	U	0.070	U	0.070	U		0.070	U	0.070	U	0.0	v	J	3.070	
o-op, Dockham Road,	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	0.09	٧,	0	0.0%	(
Cinderford	0.170	_	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	•	0.070	U	0.070	U	0.0	U	U	0.070	(
	0.004	0	0.004	Λ	0.004	0	0.00/	0	0.00/	0	0.00%	0	0.5%	0		0.004	0	0.00/	0	0.00	1/-	0	0.00/	C
o-op, High Street, Moreton-in-Marsh	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	U	0.5%	U	,	0.0%	0	0.0%	0	0.09	0	0	0.0%	U
	0.20/	2	0.00/	0	0.00/	^	0.00/	^	0.00/	0	0.00/	0	0.00/	0		0.00/	0	0.00/	0	0.00		0	0.00/	0
o-op, High Street,	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	0.09	%	0	0.0%	0
Stonehouse																								
o-op, Manchester House,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.09	%	0	0.0%	0
High Street, Newent																								
o-op, Market Square,	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	0.09	%	0	0.0%	0
Newent																								
o-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%	0	0.0%	0	0.09	%	0	0.0%	0
o-op, Newern Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.09	%	0	0.0%	0
Lydney																								
o-op, Racecourse Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0	%	0	0.0%	0
Pershore																								
o-op, Salter Street,	0.0%	1	0.0%	0	0.0%	0	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																								
o-op, Station Road,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	;	0.0%	0	0.0%	0	0.0	%	0	0.0%	0
Bourton-on-the-Water		-		-			- · · · · ·	-				-					-		,			-		_
op, The Marshes,	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
Coleford	/0	-		,		-		-	/0	-	/0	-	2.370	9			-	070	3	3.0	-	-	/0	Ŭ
o-op, The Square, Stow On	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
The Wold	0.070	O	0.070	9	0.070	,	3.070		0.070	9	0.070	3	0.770	J		0.070	9	0.070	0	3.0	•	~	0.070	U
o-op, Valley Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0	V6	0	0.0%	0
Cinderford	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	•	0.070	U	0.070	U	0.0	U	U	0.070	U
	0.10/	1	0.00/	0	0.00/	^	0.00/	0	0.00/	0	0.00/	0	0.00/	0		0.00/	0	0.00/	0	0.00	/	0	0.00/	0
ompton Verney	0.1%	1		0		0		0	0.0%	0	0.0%	0	0.0%	0		0.0%	0		0			0		0
stleigh	0.1%	1		0		0		0	0.0%	0	0.0%	0	0.0%	0		0.0%	0		0			0	0.0%	0
rmfoods, Bristol Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.09	%	0	1.0%	1
Quedgeley																								
ndbury	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	0.09	%	0	0.0%	0
eland, Agincourt Square,	0.0%	1	0.0%	0	0.0%	0	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																								

	Total	(	Zone 1A Cheltenha NE)		Zone 1B Cheltenhar NW)	<b>m</b> (	Zone 1C Cheltenhar SE)	<b>m</b> (	Zone 1D Cheltenhar SW)	m	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswolds North)	s (	Zone 3B Winchcom )	be	Zone 4 (Cotswold South)	ls	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
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
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

	Total			m	Zone 1B (Cheltenhan	ı (		n (			Zone 2 (Bishops			lds				Zone 4 (Cotswol	lds	Zone 5A (Glouceste	er	Zone 5B (Glouceste	ucester
			NE)		NW)		SE)		SW)		Cleeve)		North)	)		)		South)	)	Central)		South)	utn)
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		1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.0%	0	0.0%	
ainsbury'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	0.0%	0	(	0.9%	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
ainsbury's, Hankridge Way,	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
Taunton ainsbury's, Loxley Road,	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
Wellesbourne																							
ninsbury'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		
esco 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	0.7%	1	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
Pesco Extra, Kings Meadow, Cricklade Road,	2.2%	41	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
Cirencester	0.10/	1	0.00/	0	0.00/	0	0.00/	^	0.00/	0	0.00/	0	1 (0/	1	,	2.00/	0	0.00/	0	0.00/	0	0.00/	% 0
co Extra, Lockheed Close, Banbury	0.1%	1	0.0%			0		0	0.0%	U	0.0%	0		1		0.0%		0.0%	0		0		
co Extra, Ocotal Way, windon	0.1%	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
sco 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
esco Superstore, Birmingham Road,	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
Stratford Upon Avon esco Superstore, Fosse	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
Way, Stow-on-the-Wold sco Superstore, High	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
Street, Cam, Dursley	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
Street, Lydney																							
esco Superstore, Midland Way, Thornbury, Bristol	0.3%	5				0		0	0.0%	0		0		0		0.0%		0.0%	0	0.0%	0		
sco 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	(	0.0%	0	5.4%	2	0.0%	0	0.0%	% 0

	Tota	-	Zone 1 (Chelten NE)	ham	Zone 1 (Chelten NW)	ham	Zone 1 (Cheltenl SE)	-	Zone 1 (Cheltenh SW)		Zone 2 (Bishop Cleeve	S	Zone 3 (Cotswo North	olds	Zone 3 (Winchco		Zone 4 (Cotswo	lds	Zone 5 (Glouces Centra	ster	Zone 5 (Glouces South	ster
Tesco Superstore, St Peters Drive, Worcester	0.0%	1	0.0%	0	0.0%	0	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%	1	0.0%	0	0.0%	0	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	1.8%	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
Tesco Superstore, Worcester Road, Evesham	1.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.7%	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	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	0.9%	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	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	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	0.0%	0	2.7%	2	0.0%	0	8.8%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Centre, Stratford upon Ayon	0.2%	3	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
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	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	1.2%	1	2.3%	0	1.1%	0	2.1%	2	0.8%	1
Weighted base: Sample:		1868 1823		81 89		121 95		47 94		89 88		37 84		63 97		20 87		28 94		98 91		76 94
Q21 How did you travel to Those that do top-up sh								ery'														
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		9		9	10.0%	4	5.6%		14.8%			7	7.9%	1	, .	2		17		9
Walk	6.4%	109		16	4.0%	5	3.7%	2	7.6%	6	7.2%	2	3.1%	2		1	0.0%	0		5		3
Bus	2.2%	38		2		4	2.1%	1	1.5%	1	0.0%	0	0.0%	0		0		1	6.4%	6	0.0%	0
Taxi	0.3%	5		0	1.4%	2	0.0%	0	0.7%	1	0.0%		0.0%	0	0.0%	0		0	0.00	0	0.0%	0
Cycle	0.3%	4		2		0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.00	0	0.0%	0
Train	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0
Motorcycle	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	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
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
Mobility scooter / wheelchair (Don't know)	0.1% 0.3%	2 5		1 1	0.0% 0.0%	0	0.0% 1.0%	0	0.7% 0.0%	1	0.0% 0.0%	0	0.0% 1.1%	0 1	0.0% 7.5%	0 1		0		0		0
Weighted base: Sample:		1709 1689		75 84		115 89		42 84		79 82		32 77		49 82		19 81		26 86		95 88		68 90

By Zone Weighted:

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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		Tota		Zone 1 (Cheltenl NE)		Zone (Chelter NW	nham	Zone 1 (Cheltenh SE)	-	Zone 1I (Cheltenh: SW)		Zone 2 (Bisho) Cleeve	os	Zone (Cotsw Nort	volds	Zone 3B inchcom		Zone 4 (Cotswole South)	ds	Zone 5A (Gloucest Central)	er	Zone 5 (Glouces South	ster
	STORE MENTION  e that do top-up sho			your usu	ıal m	ain foo	d stor	e?															
Yes No		89.8% 10.2%	1679 190	96.2% 3.8%	78 3	95.2% 4.8%	115 6	79.1% 20.9%		89.0% 11.0%	80 10	98.1% 1.9%	36 1	87.5% 12.5%		0.1% 0.0%		77.1% 22.9%		86.9% 13.1%	85 13	93.5% 6.5%	71 5
Weighted b Sample:	ase:		1868 1823		81 89		121 95		47 94		89 88		37 84		63 97		20 87		28 94		98 91		76 94

Flourester Road
Those whose last store they visited at Q20 isn't their usual main food store at Q22A  i, Bristol Road,
Houcester Road 1.6% 3 0.0% 0 0
Houcester Road 1.6% 3 0.0% 0 0
ewkesbury a, Bruton Way, 5.3% 10 0.0% 0 0.0%
la, Bruton Way,
la, Hatherley Lane,
Theltenham op, Bath Road, 0.2% 0 0.0%
op, Bath Road, 0.2% 0 0.0% 0 0
op, Edinburgh Place, 0.6% 1 0.0% 0 0.
Theltenham op, London Road, 0.3% 1 0.0% 0 0.0% 0 5.4% 1 0.0% 0 0.
op, London Road, 0.3% 1 0.0% 0 0.0% 0 5.4% 1 0.0% 0
Cheltenham Op, North Street, Ol% O 0.0% O 0.
op, North Street, 0.1% 0 0.0%
Vinchcombe and, High Street, 0.4% 1 25.0% 1 0.0% 0
Cheltenham and, Oxbode, Gloucester 1.3% 3 0.0% 0 0.
and, Oxbode, Gloucester 1.3% 3 0.0% 0
I, Bristol Road, 1.2% 2 0.0% 0
l, Eastern Avenue, 1.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0
,
I, Evesham Road, 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
ishops Cleeve
l, Grosvenor Terrace, 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 0.0% 0 0.0%
S Simply Food, 0.1% 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
Singsditch Retail Park,
heltenham rks and Spencer, High 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
treet, Cheltenham
rrisons, Ashchurch Road, 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 0.0% 0 0.0%
'ewkesbury rrisons, Glevum 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
hopping Centre,
bbeydale, Gloucester rrisons, Metz Way 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
Railway Triangle),
floucester
rrisons, Shurdington 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 0.0% 0 0.0% 0 0.0%
Cheltenham

	Total	(	Zone 1A (Cheltenhar NE)	m (	Zone 1B (Cheltenham NW)	n (	Zone 1C Cheltenhan SE)	n (	Zone 1D (Cheltenhar SW)	m	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswolds North)	(	Zone 3B Winchcon		Zone (Cotsw South	olds	Zone 54 (Glouces Central	ter	Zone (Glouce Sout	ester
Sainsbury's, Barnett Way,	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
Barnwood, Gloucester 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
Gainsbury'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
esco 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
Fesco 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
Pesco 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
esco 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
sco 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
aitrose, 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
hepstow	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
bbs 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
esham 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
ss on Wye	0.8%	1	0.0%	0		0	0.0%	0	0.0%	ő		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
w on the Wold	0.3%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0		0		0	0.0%	0
atford upon Avon	1.2%	2	0.0%	0		0	0.0%	0	0.0%	0		0	28.8%	2	0.0%	0	0.0,0	0	0.070	0	0.0%	0
				0		0		-		0		0		0		-		0		0	0.0%	0
roud	3.3%	6	0.0%				0.0%	0	0.0%				0.0%		0.0%	0						-
orcester	0.1%	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
ernet / delivery	1.9%	4	0.0%	0		0	5.4%	1	0.0%	0		0	4.2%	0	0.0%	0		0		0	0.0%	0
di, 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
ldi, 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
sda, 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
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

	Total	(	Zone 1A (Cheltenha NE)	<b>m</b> (	Zone 1B Cheltenhan NW)	n (	Zone 1C (Cheltenhar SE)	n (	Zone 1D Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)		Zone (Winchc		(Co	one 4 tswolds outh)	(	Zone 5A (Gloucester Central)	•	Zone 5B (Glouceste South)	r
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%	0
Co-op, Cashes Green Road,	1.1%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0		0			)		0	0.0%	0
Cainscross, Stroud Co-op, Market Square,	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	0%	)	0.0%	0	0.0%	0
Newent Co-op, Newern Street,	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
Lydney 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%	0
Colesbourne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.	20% (	)	0.0%	0	0.0%	0
Farmfoods, Bristol Road, Ouedgeley	0.1%	1		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%	0
Lidl, Parragate Road, Cinderford	0.2%	0	0.0%	0		0	0.0%	0	0.0%	0	0.000	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%	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	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%	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%	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%	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%	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%	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%	0	4.4	4% (	)	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%	0	19.5%	2	0.0%	0	0.0	0% (	)	0.0%	0	0.0%	0
Fesco 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%	0
Street, Calif, Bursley 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%	0
Fesco 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%	0
Fesco 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%	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%	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%	0

By Zone
Weighted:

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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_																						
	Tota	1	Zone 1A (Cheltenh NE)		Zone 1E (Cheltenh: NW)		Zone 10 (Cheltenh SE)		Zone 11 (Cheltenh SW)		Zone 2 (Bishops Cleeve)		Zone 3/ (Cotswol	ds	Zone 3 (Winchco		Zone 4 (Cotswol South)	ds	Zone 5A (Glouceste Central)	er	Zone 5B (Gloucest South)	er
Cirencester Waitrose, The Rosebird Centre, Stratford upon Avon	0.9%	2	0.0%	0	0.070	0			0.0%	0	0.0%	0	0.070	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%	0	13.0%	1	11.7%	0	45.8%	3	6.9%	1	12.4%	1
Weighted base: Sample:		190 191		3 4		6 6		10 16		10 6		1 2		8 10		2 12		6 17		13 9		5 5

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	Total		Zone 1A (Cheltenhar NE)	m	Zone 1B (Cheltenhan NW)	ı (	Zone 1C (Cheltenham SE)	ı (	Zone 1I Cheltenh SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswol	lds		Zone 3B inchcom		Zone 4 (Cotswol South)	ds	Zon (Glou Cen	cester	(Gle	one 5B oucester outh)	r
Q23 Where do you do mo	st of yo	ur to	p-up food	sho	opping?																			
Aldi, Bristol Road, 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	0.0%	0	12.39	6 13	5.	0%	4
Aldi, Gloucester Road Tewkesbury	0.7%	14	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.9%	0	0.0%	0	(	0.0%	0	0.0%	0	0.09	6 C	0.	5%	0
Aldi, Tewkesbury Road, Cheltenham	0.8%	16	4.1%	4	3.8%	5	0.0%	0	1.2%	1	0.9%	0	0.0%	0	(	).6%	0	1.2%	0	0.09	6 C	0.	0%	0
Asda, Bruton Way, Gloucester	1.9%	38	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0		0.0%		0.0%	0					2
Sda, Hatherley Lane, Cheltenham	1.4%	29	2.1%		4.6%	6			18.7%		1.7%	1	0.8%	1		0.0%		1.9%	1	0.09				0
Co-op, The Green, Bishops Cleeve	0.1%	1	0.0%	0		0		0	0.0%	0		1	0.0%	0		0.0%		0.0%	0	0.09		0.		0
Co-op, Abbotswood centre, Brockworth, Gloucester Co-op, Bath Road,	0.3%	7 14	0.0%	0		0		0 8	0.0% 4.0%	0		0	0.0%	0		0.0%	0	1.0% 6.7%	0	0.09				0
Cheltenham Co-op, Cheltenham Road,	0.4%	9	0.0%	0		0		0	0.0%	0		0	0.0%	0		).0%		0.0%	0	0.09				0
Longlevens, Gloucester Co-op, Finlay Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	1.0%	6 1	0.	0%	0
Gloucester Co-op, Gloucester Road,	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	0.09	6 C	0.	0%	0
Lansdowne, Cheltenham Co-op, Hesters Way, Cheltenham	0.1%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.09	6 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%	0	0.0%	0	(	0.0%	0	0.0%	0	0.09	6 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	0.69	6 1	0.	0%	0
o-op, Hillview Parade, Hucclecote, 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	0.09	6 C	0.	0%	0
o-op, Hucclecote Road, Gloucester	0.2%	4	0.0%	0		0		0	0.0%	0		0	0.0%	0		0.0%	0		0	0.09				0
Co-op, Leckhampton Road, Cheltenham	0.1%	1	0.0%	0		0	2.070	1	0.0%	0		0	0.0%	0		0.0%	0	0.0%	0	0.09				0
o-op, London Road, Charlton Kings, Cheltenham	0.8%	15	6.0%	5	0.0%	0	16.3%	8	0.0%	0	0.0%	0	0.0%	0	(	0.0%	0	6.8%	2	0.09	6 C	0.	)%	0
Co-op, Montpellier Road, Cheltenham	0.2%	3	0.0%	0	1.0%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	(	0.0%	0	0.0%	0	0.09	6 C	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	33	3.7%	7	0.0%	0	0.09	6 C	0.	0%	0
o-op, Northway Lane, Tewkesbury	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	0.09	6 C	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%	0	0.0%	0	(	0.0%	0	0.0%	0	0.09	6 C	0.	0%	0

											_											
	Total		Zone 1A (Cheltenha NE)		Zone 1B (Cheltenhan NW)	n (	Zone 1C (Cheltenhan SE)	n (	Zone 1D (Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold: North)	s (	Zone 3E (Winchcor		Zone 4 (Cotswolds South)	s	Zone 5A (Gloucester Central)	•	Zone 5B (Glouceste South)	er
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	0.0%	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	0.0%	0	4.4%	5	0.0%	0
Co-op, Warden Hill, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	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	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	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	0.0%	0	0.8%	1
Lidl. Bristol Road.	0.3%	6		0		0		0		0	0.000	0		0		-	0.0%	0		4	0.0%	0
Gloucester	0.070	,	0.070	,	3.070	•	3.070		3.070	Ü	3.070	9	0.070	-	0.070	~	3.070		2.070	•	3.070	-
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	0.0%	0	1.0%	1	0.0%	0
Lidl, Evesham Road,	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	0.0%	0
Bishops Cleeve	,0		2.,,,,	_	3.070	•	3.070		3.070	Ü			0.070	-	0.070	~	3.070		3.070		3.070	-
Lidl, Grosvenor Terrace,	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	0.0%	0
Cheltenham																						
M&S Simply Food,	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	0.0%	0
Ashchurch Road , Tewkesbury																						
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	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	0.0%	0
Marks and Spencer, Southgate Street,	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	1.6%	2	1.3%	1
Northgate St and Gloucester Quays, Gloucester																						
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	0.0%	0
Morrisons, Glevum Shopping Centre, Abbeydale, 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	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	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	0.0%	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	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	0.0%	0	1.0%	0	4.2%	4	0.8%	1

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			(Cheltenl NE)		Zone 1 (Cheltenh NW)		Zone 1C (Cheltenha SE)		Zone 1D (Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswol North)	ds	Zone 3 (Winchco		Zone 4 (Cotswol South)	ds	Zone 5A (Glouceste Central)	r	Zone 51 (Glouces South)	ter	
Barnwood, Gloucester ainsbury's, Bath Road,	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	
Cheltenham																							
ainsbury's, Gallagher Retai Park, Tewkesbury 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	
ainsbury's, Northgate Street, 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	5.2%	6	0.0%	0	
ainsbury's, Priors Road, Oakley, Cheltenham	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	
ainsbury's, St Ann Way, Gloucester Quays, Gloucester	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	
Yesco Express, Eastern Avenue, 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	
Pesco Express, Hewlett Road, Cheltenham	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	
'esco Express, Lysons Avenue, 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	4.0%	4	0.0%	0	
esco Express, Mead 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	
Cesco Express, Old Cheltenham Road, Langlevens, 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	
Pesco Express, Queens Road, Cheltenham	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	
esco Extra, Brockworth, Gloucester Business Park, Gloucester	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	
Pesco Extra, Quedgeley District Centre, Bristol Road, 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	
Pesco Metro, Bishops Walk, Tewkesbury	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	
Pesco Metro, High Street, Cheltenham	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	
esco Superstore, Cheltenham Road, Churchdown	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	
Pesco Superstore, Church Road, Bishops Cleeve	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	
Prive, Cheltenham	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	
Parties of the Control of the Contro	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	
Vaitrose, Honeybourne	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	

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	Total		Zone 1A (Cheltenhai	m (	Zone 1B (Cheltenha	m	Zone 1C (Cheltenha		Zone 1I (Cheltenh		Zone 2 (Bishops	6	Zone 3 (Cotswo			one 3B		Zone 4 (Cotswol		Zone 5A (Gloucesto		Zone 5I (Gloucest	
			NE)		NW)		SE)		SW)		Cleeve)		North			)		South)		Central)		South)	
Way, Cheltenham																							
Bishops Cleeve	0.3%	5	2.1%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	) 1	.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		2	0.0%	0	0.0%	0		.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
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
Cirencester	1.2%	24	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0		.0%	0	4.2%	1	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
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
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
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	0.0%	0	7.8%	8	0.0%	0
Sloucester Quays (outlet	0.0%	1	0.0%	0		0	0.0%	0		0	0.0%	0		0		.0%	0	0.0%	0	0.0%	0	0.8%	1
centre), Gloucester																							
ydney	0.6%	11		0	0.00	0	0.0%	0		0	0.0%	0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0
Ionmouth	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
ershore	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
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	1.0%	1	0.5%	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
ow on the Wold	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2 0	.8%	0	0.0%	0	0.0%	0	0.0%	0
tratford 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
roud	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
windon 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
wkesbury	0.3%	6	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
pton-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
inchcombe	0.1%	3	0.0%	0	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
ternet / delivery	1.0%	21	1.5%	1	0.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0		.2%	1	2.5%	1	1.6%	2	0.0%	0
ldi, 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,	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
Cirencester Aldi, Horseshoe Lane,	0.1%	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
Thornbury				-																			
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
ndoversford	0.1%	1	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
da, 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
sda, 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
usda, 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	0.0%	0	0.8%	1	9.7%	8
shleworth	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
adsey	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
erkelev	0.1%	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
erry Hill	0.1%	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
Bislev	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakeney	0.1%	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
Dianoney	0.070	1	3.070	Ü	0.070	U	3.070	J	0.070	v	3.070	J	0.070	U	, 0	.0 /0	Ü	5.070	J	3.070	Ü	0.070	Ü

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	Total	(	Zone 1A (Cheltenham NE)	n (	Zone 1B (Cheltenham NW)		Zone 1C Cheltenham SE)	(0	Zone 1D Cheltenhai SW)	n	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)	s (	Zone 31 Winchcon		Zone 4 (Cotswol South)	ds	Zone 5A (Gloucest Central)	er	Zone 51 (Gloucest South)	
Bourton-on-the-Water	0.1%	1	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
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
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	0.8%	1
Budgens, High Street, Moreton-in-Marsh	0.3%	6	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
harlton Kings	0.2%	4	0.9%	1				3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
hedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0		1	0.0%	0
hipping 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
hurchdown	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
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
o-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
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
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
o-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
o-op, High Street, Chipping Campden	0.1%	3	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	0.6%	1	0.0%	0
o-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
Co-op, High Street, Moreton-in-Marsh	0.1%	1	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
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
o-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
o-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
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
Co-op, Newern Street,	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
Lydney 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

	Total		Zone 1A (Cheltenha NE)		Zone 1B (Cheltenhar NW)	n (	Zone 1C (Cheltenhan SE)	n (	Zone 1D Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3 (Cotswo	olds	(V	Zone 3B Vinchcom		Zone 4 (Cotswol South)	ds	Zone 5A (Glouceste Central)	er	Zone 51 (Glouces South)	ter
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
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
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
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	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
o-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
o-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
o-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
aley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
lesbourne	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
ostcutter, The Cotsword 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
ostcutter, 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
ourt 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
stcombe	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
tington	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
	0.1%	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
den Farmshop, esham 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
rford	0.1%	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
eld	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(	)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
afoods, Bristol Road, nedgeley	0.1%	2		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
nfoods, Coronation quare, 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
nfoods, Eastern Avenue, loucester	0.0%	0	0.0%	0	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
dwicke	0.0%	0	0.0%	0	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
psted	0.1%	1	0.0%	0		0		ŏ	0.0%	0	0.0%	Ő			)	0.0%	0	0.0%	0	0.0%	0		1
nam	0.1%	1	0.0%	0		0		0	0.0%	0	0.0%	0			)	0.0%	0	0.0%	0	0.0%	0		0
eigh	0.0%	1		0		0		0	0.0%	0	0.0%	0			)	0.0%	0	0.0%	0	0.0%	0		0
Bargains, Merrywalks	0.1%	2		0		0		0	0.0%	0	0.0%	0			)	0.0%	0	0.0%	0	0.0%	0		0
eybourne	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
elecote	0.1%	1		0		0		0	0.0%	0	0.0%	0			)	0.0%	0		0	0.0%	0		0
tlev	0.0%	0		0		0		0	0.0%	0	0.0%	0			)	0.0%	0	0.0%	0	0.0%	0		0
land, Edinburgh Place, Cheltenham	0.3%	5		0		5		0	0.0%	0	0.0%	0			)	0.0%	0	0.0%	0	0.0%	0		0

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	Total		Zone 1A (Cheltenhar NE)	m	Zone 1B (Cheltenham NW)	n (	Zone 1C (Cheltenhan SE)	n	Zone 1D (Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold: North)	s	Zone 3 (Winchco		Zone (Cotswo	olds	Zone 5A (Glouceste Central)	er	Zone 5 (Glouces South	ster	
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	
celand, 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	
_eckhampton	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	
idl, 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	
idl, 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	
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	
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	
idl, 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	
ittledean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ondis, 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	
ondis, 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	
ydbrook	0.0%	1	0.0%	0	0.0%	0	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	
filkwall	0.0%	1	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0		0		0		0		0	
Iinchinhampton	0.5%	11		0		0		0	0.0%	0	0.0%	0		0		0		0		0		0	
linsterworth	0.0%	1	0.0%	0		0		0	0.0%	0	0.0%	0		0		0		0		0		0	
foreton-in-Marsh	0.2%	4	0.0%	0		0		0	0.0%	0	0.0%	0	6.2%	4		0		0	0.070	0		0	
orrisons 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	
Iorrisons, 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	
forrisons, Eldene Drive, Swindon	0.0%	1	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	

Weighted:

											_												
	Total		Zone 1A (Cheltenha NE)		Zone 1B (Cheltenham NW)	ı (	Zone 1C (Cheltenham SE)	ı (	Zone 1D (Cheltenhar SW)	m	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)	s (	Zone 3: (Winchco		Zone 4 (Cotswol South)		Zone 5A (Gloucester Central)	r	Zone 5 (Glouces South)	ter	
Nailsworth																							
Morrisons, Station Road, 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	
Morrisons, Station Street, Ross-on-Wye	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	
Newent	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	
Newnham on Severn	0.1%	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, Broad Street, Newent	0.0%	0	0.0%	0	0.0%	0	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, Cirencester Road, Charlton Kings, Cheltenham	0.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nisa, High Street, Twyning	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	
North Nibley	0.0%	1	0.0%	0	0.0%	0	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%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.6%	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	0.0%	0	0.0%	0	0.0%	0	1.4%	1	
One Stop, High Street, Chipping Campden	0.1%	1	0.0%	0		0		0	0.0%	0	0.070	0		0	0.07.0		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%	0	1.6%	2		0	
One Stop, Phillimore Road, Cam, Dursley	0.1%	1	0.0%	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		0	
Pendock	0.1%	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	
Pippins, Broad Street, Newent Premier, High Street,	0.0%	0	0.0%	0		0		0	0.0%	0		0		0		0		0	0.0%	0	0.0%	0	
Prestbury, Cheltenham Premier, Main Street,	0.1%	1	0.0%	0		0		0	0.0%	0		0		0		0		0	0.0%	0		0	
Lydbrook Premier, Matson Avenue,	0.0%	1	0.0%	0		0		0	0.0%	0		0		0		0		0	0.0%	0		0	
Gloucester Prestbury	0.1%	1	0.7%	1		0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0		0	
Ruardean	0.0%	3	0.7%	0		0		0	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%	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	0.0%	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	0.0%	0	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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Total Zone 1A Zone 1B Zone 1C Zone 1D Zone 2 Zone 3A Zone 3B Zone 4 Zone 5A Zone 5B (Cheltenham (Cheltenham (Cheltenham (Bishops (Cotswolds (Winchcombe (Cotswolds (Gloucester (Gloucester NE) NW) SE) SW) Cleeve) North) South) Central) South) Westend Roundabout. Eastington 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 1.0% 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 0.0% 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% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5 0 0 0 0.0% 0.0% Spar, Badsey Fields Lane, 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 Evesham 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Spar, Broadway Lane, South 1 0.0% 0 0 0 0.0% 0.0% Cernev 0.1% 2 0.0% 0.0% 0 0.0% 0 2.4% 2 0.0% 0.0% 0 0.0% 0 0.0% 0 Spar, Caernavon Court, 0 0 0.0% 0.0% Hatherley, Cheltenham Spar, High Street, Badsey 0 0 0 0 0.1% 2 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% Spar, High Street, 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 3 St Mark's 0.2% 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 0.0% 1 0.0% 0.0% 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% 1 0.0% 0 0.0% 0 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 Stroud #096 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 Tesco Express, Chesterton 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Lane, Chesterton Tesco Express, Grange 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 Road, Tuffley Tesco Express, High Street, 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Coleford 0.1% 0 0.0% 0 Tesco Express, High Street, 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% Pershore Tesco Express, London 0.1% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 1.5% 0 3 0.0% 0 0 0.0% 0 2 0.0% Road, Gloucester Tesco Express, Manchester 0.4% 7 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 11.5% 7 0.0% 0.0% 0.0% 0.0% 0 Court, High Street, Moreton-in-Marsh Tesco Express, Stratford 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 Road, Paganhill, Stroud Tesco Extra, Kings Meadow, 1.2% 23 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.5% 0 0.0% 0 1.7% 0.0% 0 0.0% 0 Cricklade Road, Cirencester Tesco Metro, Farrell Close, 0.1% 2 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.6% 0.0% 0.0% 0 Cirencester Tesco Superstore, Fosse 0.3% 7 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 9.0% 5.3% 1 0.0% 0.0% 0 0.0% 0 0 0 6 0 Way, Stow-on-the-Wold Tesco Superstore, High 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% Street, Cam, Dursley Tesco Superstore, High 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 Street, Lydney Tesco Superstore, Midland 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 0.0%

0.0%

0.0%

0.0%

0

0

0.0%

0

0.0%

Way, Thornbury, Bristol

0.1%

2 0.0%

0 0.0%

0 0.0%

0 0.0%

Tesco Superstore, Orchard

Lane, Ledbury

	Total		`		Zone 1B (Cheltenham		`		Zone 1D (Cheltenham		Zone 2 (Bishops		`		Zone 3B (Winchcombe		Zone 4 (Cotswolds South)		Zone 5A (Gloucester		Zone 5B (Gloucester	
			NE)		NW)	)	SE)		SW)	)	Cleeve	:)	Nort	h)	)		Sou	th)	Centra	al)	Sou	th)
Tesco Superstore, Stratford Road, Stroud	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
Tesco Superstore, Worcester Road, Evesham	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
Toddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
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	0.6%	1	0.0%	0
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	0.0%	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	0.0%	0
Up Hatherley	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
Upper Rissington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	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	0.0%	0	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	4.3%	1	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	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	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	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Warden Hill	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
Weston-super-Mare	0.0%	1	0.0%	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	0.0%	0	0.0%	0		0	0.0%	0
Woodmancote	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
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
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
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
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	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		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: Sample:		2009 2008		89 100		126 100		49 101		100 100		47 103		65 100		22 100		30 101		108 100		78 100

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## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

											_		-										
	Tota		Zone (Chelten	ıham	Zone (Chelter NW	nham	Zone (Chelter SE)	nham	Zone (Chelter SW	nham	Zone (Bisho Cleev	ps	Zone (Cotsw Nort	olds	Zone (Winche		Zone (Cotswo	olds	Zone 5 (Glouce Centra	ster	Zone (Glouce Sout	ester	
Q24AWhich of the follow Those who live in Zone				centr	es in th	e Che	eltenhan	n area	is nea	rest to	you? [	PR]											
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%		15.8%		8.8%		52.5%		37.0%	37	0.0%	0		0		0		0		0		0	
Uphatherley at Caernarvon Road / Shurdington Road	7.8%	32		2		1			28.9%	29	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	
Q24BWhich of the follow Those who live in Zone	_			centr	es in G	louce	ster is n	eares	t to you	ı? [PR	]												
Brockworth	27.8%	140		0	0.0,0	0		0		0	0.0%	0		0		0		0		10		1	
Quedgeley District Centre	28.6%	144		0		0		0	0.0%	0		0		0		0			32.6%	35		62	
Abbeydale District Centre (Glevum Way)	23.9%	120		0		0		0		0		0		0		0			25.9%	28		0	
Kingsway Don't know)	5.7% 14.1%	29 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	0.0,0	0		0	4.7% 27.8%	5 30		13 2	
Veighted base:		502		0		0		0		0		0		0		0		0		108		78	
Sample:		401		0		0		0		0		0		0		0		0		100		100	
Mean score: [Numb	er of vis	its pe	r week]																				
Q25AHow often do you u Those who live in Zone				LER (	CHELTE	NHAN	/ CENT	RE ME	ENTION	ED AT	Q24A)	for ea	ach of t	he foll	lowing a	activit	ies? [PR	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	
Nore 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	
nce 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		1		0	0.0%	0	0.0%	0	0.0%	0		0	
Vever	24.9%		18.9%		26.9%	34			39.3%	39	3.2%	1		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	
Iean:		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	
*																							

Total		Zone 1 <i>A</i> Cheltenh: NE)		Zone 1 (Chelten NW)	ham	Zone 1 (Chelten SE)	ham	Zone 1 (Chelten SW)	ham	Zone (Bisho Cleev	ps	Zone 3 (Cotswo	olds (	Zone (Winche		Zone (Cotsw Sout	olds	Zone (Glouce Centr	ester	Zone (Glouc Sout	ester
Non-food shopping																					
Every day 2.0%	8 2	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
		8.8%	8	0.8%	1	11.8%	6	6.3%	6		4	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
		8.4%	7	7.0%	9	16.0%	8			19.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
		6.0%	5	6.2%	8	6.8%	3	6.5%		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% 10		9.9%		28.2%	36	35.1%		17.0%		29.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never 36.9% 15		29.8%		44.8%	56	26.4%		48.9%		14.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know) 12.0% 4	19 24	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: 0.4	<b>48</b>	(	0.54		0.20		0.58		0.40		1.18		0.00		0.00		0.00		0.00		0.00
Weighted base: 41	11		89		126		49		100		47		0		0		0		0		0
Sample: 50	)4		100		100		101		100		103		0		0		0		0		0
Services (post office, bank, buil	ilding	g socie	ety, e	tc)																	
Every day 1.4%	6 2	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
		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
Once a week 8.3% 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% 2	24 8	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% 6	57 12	2.7%	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% 22	22 40	6.3%	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% 4	19 24	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: 0.3	31	(	0.34		0.07		0.49		0.18		0.96		0.00		0.00		0.00		0.00		0.00
Weighted base: 41	11		89		126		49		100		47		0		0		0		0		0
Sample: 50	)4		100		100		101		100		103		0		0		0		0		0
Leisure activities																					
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
		5.2%	5	0.8%	1	3.7%	2	0.8%		15.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
		4.7%	4	1.4%	2	9.7%	5	4.5%	4		4	0.0%	0		0	0.0%	0	0.0%	0		Ö
		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
		9.3%	8		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% 28		50.7%		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% 4	18 23	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: 0.2	27	(	0.32		0.10		0.31		0.08		0.99		0.00		0.00		0.00		0.00		0.00
Weighted base: 41	11		89		126		49		100		47		0		0		0		0		0
Sample: 50	14		100		100		101		100		103		0		0		0		0		0

September 2015

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

											_		-										
	Tota		Zone (Chelter NE	nham	Zone (Chelter NW	nham	Zone : (Chelten SE)	ham	Zone (Chelter SW	nham	Zone (Bisho Cleev	ps	Zone (Cotsw Nort	olds	Zone (Winche		Zone (Cotsw Sout	olds	Zone (Glouce Centr	ester	Zone (Glouce Sout	ester	
Mean score: [Numl	ber of vis	sits pe	r week]	l																			
Q25B How often do you or Those who live in Zon			•	LER (	GLOUCI	ESTER	CENTI	RE ME	ENTION	ED AT	Q24B)	for ea	ch of t	he foll	owing a	activiti	ies? [Pf	R]					
Food shopping																							
Every day More than once a week Once a week Once every two weeks Once a month or less Never	1.9% 9.5% 26.3% 6.5% 16.0% 28.4%	10 48 132 33 80 142	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 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% 5.2% 18.3% 40.1%	1 6 6 20 43	14.8% 6.4%	6 19 31 4 12 5	
(Don't know) Mean:	11.5%	58 0.67	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	27.3%	29 0.30	2.8%	2 1.45	
Weighted base: Sample:		502 401		0.00		0.00		0 0		0.00		0.00		0.00		0.00		0.00		108 100		78 100	
Non-food shopping	g																						
Every day More than once a week Once a week Once every two weeks Once a month or less Never (Don't know)	0.2% 4.4% 10.5% 2.3% 19.9% 50.6% 12.1%	1 22 53 11 100 254 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% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 2.1% 0.8% 21.9% 46.8%	0 0 2 1 24 50 31	0.6% 22.1% 5.0%	1 17 4 30 23 2	
lean:		0.28		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.09		0.46	
eighted base: mple:		502 401		0		0		0		0		0		0		0		0		108 100		78 100	
Services (post office	ce, bank,	build	ing soc	iety, e	etc)																		
Every day More than once a week Once a week Once every two weeks Once a month or less Never (Don't know) Mean:	0.5% 0.5% 6.0% 1.5% 14.1% 63.8% 13.7%	2 30 8 71 320 69 0.15	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% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 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% 10.6% 58.1%	63	1.4% 8.2% 6.8% 23.7%	1 6 5 19 36 9	
Weighted base: Sample:		502 401		0		0		0		0		0		0		0		0		108 100		78 100	
oumpre.		701		U		J		0		0		0		Ü		J		U		100		100	

#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

	Tota	ıl	Zone (Chelten	ham (	Zone Chelter NW	ham	Zone (Chelten (SE)	_	Zone (Chelter SW	ham	Zone (Bisho Cleev	ps	Zone (Cotswe	olds	Zone : (Winche		Zone (Cotswe South	olds	Zone : (Glouce Centr	ster	Zone (Glouce South	ester
Leisure activities																						
Every day	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%	0
More than once a week	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	0.0%	0	4.9%	4
Once a week	3.3%	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%	0	10.8%	8
Once every two weeks	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	0.0%	0	1.6%	1
Once a month or less	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	8.1%	9	12.0%	9
Never	70.4%	354	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.5%	68	68.0%	53
(Don't know)	12.4%	62	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:		0.19		0.00		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		0		108		78
Sample:		401		0		0		0		0		0		0		0		0		100		100

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

#### Q26AOverall, 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
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
Choice and quality	of super	mark	ets																			
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
								_	20	20	0 601	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	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
Don't Know  Mean:	23.8%	98 0.56	39.4%	35 0.81	22.1%	28 0.22	10.2%	5 0.64	29.6%	0.56	0.6%	0.94	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00
	23.8%		39.4%		22.1%		10.2%	-	29.6%		0.6%	Ü	0.0%	-	0.0%	-	0.0%		0.0%		0.0%	

weighteu.											10		DD										September 20
	Tota	al	Zone (Chelter NE	nham	Zone (Chelte: NW	nham	Zone (Chelter SE	nham	Zone (Chelter SW	nham	Zone (Bishe Clee	ops	Zone (Cotsw Nort	olds	Zone (Wincho		Zone (Cotsw Sout	olds	Zone (Glouc Cent	ester	Zone (Glouc Sout	ester	
Choice and qua	ality of servi	ce fac	ilities (e	eg. Ba	nks, bu	iilding	societi	es, an	d trave	l agen	ts)												
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%		27.5%		20.4%		47.5%		24.3%		53.1%	25	0.0%	0	0.0%	0		0	0.0%	0		0	
Poor	14.4%	59			15.0%	19			12.9%		27.4%	13	0.0%	0		0	0.0,0	0	0.0%	0		0	
Very poor	15.3%	63			26.6%	33			17.6%	17	7.1%	3	0.0%	0		0		0	0.0%	0		0	
Don't Know	32.1%		49.7%	44		43	8.8%	4	39.0%	39	3.9%	2	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	
Range and cho	ice of leisur	e/en	tertainn	nent fa	acilities																		
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%		16.5%		5.5%	7			11.8%		31.7%	15	0.0%	0		0		0	0.0%	0		0	
Poor	20.9%	86			21.3%	27	34.3%		20.9%		35.8%	17	0.0%	0		0		0	0.0%	0		0	
Very poor	20.0%	82	13.8%		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	
Accessibility b	y public tran	sport	,																				
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%		17.5%		37.2%	47			41.5%		49.9%	23	0.0%	0		Ö		Ö	0.0%	Ö		0	
Poor	4.5%	19	6.0%	5		2	10.9%	5		3		3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Very poor	4.1%	17	3.0%	3		6	6.6%	3		4	0.9%	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	
Accessibility b	y car																						
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%		38.9%		46.7%		62.3%		52.9%		57.2%	27	0.0%	0		0		0	0.0%	0		0	
Poor	3.5%	14		1			11.9%	6		3		3	0.0%	0		0		0	0.0%	0		0	
Very poor	1.6%	7	1.1%	1		4	0.7%	0	0.9%	1	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	

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											_												
	Tot	al	Zone (Chelter NE	nham	Zone (Chelter NW	ıham	Zone (Chelter SE	nham	Zone (Chelter SW	nham	Zone (Bishe Cleev	ops	Zone (Cotsw Nort	olds	Zone (Winche		Zone (Cotsw Sout	olds	Zone (Glouc Centr	ester	Zone (Glouce Sout	ester	
Adequacy of pa	arking arran	geme	nts																				
Very Good Good Poor Very poor Don't Know	12.9% 42.2% 11.8% 4.3% 28.8%	53 173 49 18 119	30.8% 9.1%		3.5%	24 57 5 4 36	50.2% 24.0%	25 12 4	9.0% 1.8%	9	7.1% 43.1% 31.5% 11.3% 7.0%	3 20 15 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%	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		0.82		1.01		0.22		0.81		0.03		0.00		0.00		0.00		0.00		0.00	
Weighted base: Sample:		411 504		89 100		126 100		49 101		100 100		47 103		0		0		0		0		0	
Quality of the e	nvironment																						
Very Good Good Poor Very poor Don't Know	12.8% 52.0% 7.4% 5.2% 22.6%	214 30 22	4.7% 0.9%	31 4 1	7.4% 45.9% 13.4% 12.6% 20.6%	9 58 17 16 26	4.2% 2.7%	34 2 1	55.8% 4.9% 2.7%		17.1% 75.0% 4.9% 1.7% 1.3%	8 35 2 1	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 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: Sample:		411 504		89 100		126 100		49 101		100 100		47 103		0		0		0 0		0		0	
Ease of pedesti	rian movem	ent ar	ound th	e cen	tre																		
Very Good Good Poor Very poor Don't Know Mean: Weighted base: Sample:	11.7% 57.9% 6.5% 1.3% 22.6%	238 27 5	0.9% 37.9%	37 3 1	1.6% 22.3%	16 69 11 2 28 0.87 126 100	77.5% 6.0% 0.7% 7.0%	38 3 0	63.5% 1.5% 1.7%	63	15.2% 66.6% 16.7% 0.9% 0.6%	7 31 8 0 0 0.79 47 103	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0%	0 0 0 0 0 0 0.00	
The level of per	sonal secu	ritv an	d safet	<b>v</b>																			
Very Good	13.5%	•	17.6%		8.4%	11	23.5%	12	8.6%	Q	19.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good Poor Very poor Don't Know Mean:	51.5% 5.8% 4.6% 24.6%	212 24 19	42.8% 0.0% 0.9% 38.8%	38 0 1	43.6% 9.3% 12.3% 26.4%	55 12 16 33 0.36	67.4% 0.7% 0.7% 7.7%	33 0 0	52.6% 9.6%		69.8%	33 2 0 2 1.08	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0%	0 0 0 0 0	
Weighted base: Sample:		411 504		89 100		126 100		49 101		100 100		47 103		0.00		0.00		0.00		0.00		0.00	

#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted: for DPDS September 2015

	Tota		Zone (Chelter NE)	nham	Zone (Chelter NW	ham	Zone 1 (Chelten SE)	_	Zone : (Chelten	ham	Zone (Bisho Cleev	ps	Zone (Cotsw Nort	olds (	Zone (Winche		Zone (Cotswe South	olds	Zone (Glouc Centi	ester	Zone : (Glouce South	ester
Mean score: [Very	y Good = 2	2, Goo	d = 2, P	oor =	-1, Very	, poor	= -2]															
Q26BOverall, how do y Those who live in Zo			-	spects	of the	Centre	e at (SI	MALL	ER GLO	OUCES	STER C	ENTR	E MEN	TIONE	D AT Q	24B)?	[PR]					
Range and choice	of non-fo	ood sh	ops																			
Very Good Good Poor Very poor Don't Know	4.1% 34.7% 21.7% 5.1% 34.3%	21 175 109 26 172	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 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% 8.3% 0.0%	2 44 9 0 54	49.4% 27.9%	6 39 22 4 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: Sample:		502 401		0		0		0		0		0		0		0		0		108 100		78 100
Choice and qualit	ty of supe	rmarke	ets																			
Very Good Good Poor Very poor Don't Know	11.2% 46.7% 12.1% 0.5% 29.6%	56 235 61 2 149	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 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% 4.3% 0.0%	8 46 5 0 49		11 54 6 1 7
Iean:		0.80		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.98		0.96
Weighted base: Sample:		502 401		0		0		0		0		0		0		0		0		108 100		78 100
Choice and qualit	ty of servi	ce faci	lities (e	eg. Ba	nks, bu	ilding	societie	s, an	d travel	agent	s)											
Very Good Good Poor Very poor Don't Know	5.3% 24.1% 20.6% 7.4% 42.6%	26 121 103 37 214	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% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 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% 7.3% 0.6%	1 27 8 1 71		3 27 20 16 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: Sample:		502 401		0		0		0		0		0		0		0		0		108 100		78 100

	Tot		Zone i (Chelten NE)	ham	Zone 1 (Chelten NW)	ham (	Zone (Chelten SE)	_	Zone (Chelter SW)	ham	Zone (Bisho Cleev	ps	Zone 3 (Cotswe North	olds (	Zone Winchc		Zone (Cotswe South	olds	Zone (Glouce Centr	ester	Zone (Glouce South	ester	
Range and cho	ice of leisur	e / ent	ertainm	ent fa	acilities																		
Very Good	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	1.6%	1	
Good	18.3%	92		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	17		19	
oor	27.7%	139		0	0.00	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		17.0%	18	40.2%	31	
ery poor	7.1%	36		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		4	12.1%	9	
Oon't Know	46.1%	232	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.6%	68	21.9%	17	
1ean:		-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	
ample:		401		0		0		0		0		0		0		0		0		100		100	
Accessibility by	/ public trai	sport																					
ery Good	6.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		17.9%	14	
Good	38.9%	195	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	50.5%	40	
oor	4.0%	20		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		3	5.8%	5	
Very poor	4.2%	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	4.4%	3	
Oon't Know	46.3%	233	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.7%	62	21.3%	17	
lean:		0.74		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.89		0.91	
Veighted base:		502		0		0		0		0		0		0		0		0		108		78	
ample:		401		0		0		0		0		0		0		0		0		100		100	
Accessibility by	/ car																						
ery Good	20.6%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	12	34.4%	27	
Good	49.2%	247	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.1%	47	54.5%	43	
oor	0.9%	4		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	1.6%	1	
ery 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	
Oon't Know	29.3%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.8%	47	9.5%	7	
Iean:		1.27		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		1.16		1.34	
Veighted base:		502		0		0		0		0		0		0		0		0		108		78	
ample:		401		0		0		0		0		0		0		0		0		100		100	
Adequacy of pa	rking arran	gemer	nts																				
ery Good	13.1%	66		0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		10.0%	11	22.9%	18	
Good	48.5%	243		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		42.3%	45		37	
Poor	5.4%	27	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		2		11	
ery poor	1.7%	9		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	4.6%	4	
Oon't Know	31.3%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.8%	49	10.5%	8	
Iean:		0.96		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		1.12		0.78	
Veighted base:		502		0		0		0		0		0		0		0		0		108		78	
Sample:		401		0		0		0		0		0		0		0		0		100		100	

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	Tota	al	Zone (Chelter NE)	nham	Zone (Chelter NW	nham	Zone (Chelter SE	nham	Zone (Chelter SW	ıham	Zone (Bisho Cleev	ops	Zone (Cotsv Nor	volds	Zone (Winche )		Zone (Cotsw Sout	olds	Zone (Glouce Centr	ester	Zone (Glouce Sout	ester
Quality of the	environment																					
Very Good	8.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Good	54.4%	273	0.0%	0		0		0	0.0,0	0	0.0%	0					,	0			81.0%	63
Poor	7.0%	35	0.0%	0		0		0		0	0.0%	0						0		9		3
Very poor	0.4%	2		0		0		0		0	0.0%	0						0		0		1
Don't Know	30.1%	151	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%				0.0%	0	48.6%	52	9.0%	7
Mean:		0.90		0.00		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		0		108		78
Sample:		401		0		0		0		0		0		0		0		0		100		100
Ease of pedest	rian movem	ent ar	ound th	e cen	tre																	
Very Good	6.1%	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	5.4%	6	10.3%	8
Good	56.6%	284	0.0%	0		0		0		0	0.0%	Ö						0		47	75.0%	59
Poor	4.8%	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	4.9%	5	4.0%	3
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		1
Oon't Know	32.4%	163	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.1%	50	9.5%	7
Mean:		0.94		0.00		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		0		108		78
ample:		401		0		0		0		0		0		0		0		0		100		100
The level of pe	rsonal secur	ity an	d safety	,																		
ery Good	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	6.4%	7	13.4%	10
Good	52.9%	266		0		0		0		0	0.0%	0						0			70.6%	55
Poor	3.7%	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	4.2%	4	5.0%	4
Very poor	0.5%	3		0		0		0		0	0.0%	0						0		0		0
Oon't Know	35.5%	178	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.4%	53	11.1%	9
Aean:		0.98		0.00		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		0		108		78
ample:		401		0		0		0		0		0		0		0		0		100		100
Q27ADo you use Glo Those who live in	-			hoppi	ng?																	
Yes	81.1%	408	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.3%	90	80.5%	63
No	18.9%	95	0.0%	0		0		0		0	0.0%	0							16.7%		19.5%	15
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
•																						

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## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

	Total		Zone 1A Cheltenha NE)		Zone 1B (Cheltenha NW)		Zone 1C (Cheltenha SE)		Zone 1D (Cheltenha SW)		Zone 2 (Bishops Cleeve)		Zone 3A (Cotswole North)	ds (	Zone 3		Zone (Cotswe South	olds	Zone 5 (Glouces Centra	ter	Zone 5 (Glouces South	ster
<b>Q27BWhy do you not use</b> Those who don't use Gl			ity Centre		r shoppin		<i></i>		211)				110111		,		5040	-)	00		5040	• •
Enough choice in the local Quedgeley area	5.5%	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	6.3%	1	16.4%	
Not easy to get to	9.7%	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	8.8%	2	0.0%	(
Not enough choice	21.6%	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	10.9%	2	15.7%	
Prefer other town centres	39.8%	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	15.7%	3	33.9%	
Too far away	4.2%	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	3.8%	1	15.2%	
Other	9.6%	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	11.8%	2	2.6%	1
Difficult / expensive parking	5.8%	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	20.4%	
No reason to go there	8.0%	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	35.1%	6	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	0.0%	0		0	0.0%	0		1	5.1%	
Too old / ill	3.4%	3	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	
Weighted base:		95		0		0		0		0		0		0		0		0		18		1:
Sample:		77		0		0		0		0		0		0		0		0		14		2

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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Total Zone 1A Zone 1B Zone 1C Zone 1D Zone 3A Zone 5A Zone 5B Zone 2 Zone 3B Zone 4 (Cheltenham (Cheltenham (Cheltenham (Bishops (Cotswolds (Winchcombe (Cotswolds (Gloucester (Gloucester NE) NW) SE) SW) Cleeve) North) South) Central) South) Q28AWhere do you normally go for leisure and evening entertainment? Those who live in Zones 5A, 5B, 5C or 5D Bristol City Centre 2.9% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 2 14 0.0% 0 0 7.7% 3 0 0 0.0% 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 3.4% 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 0.0% 0 6.6% 7 6.6% 5 Gloucester City Centre (if 15.7% 79 0.0% 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 0 0 cited ask whether Gloucester Quays or not) 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 34.2% 37 29.7% 23 Hereford City Centre 0.2% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1.0% 1 0.0% 0 1 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 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 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 0.0% 0 0.2% 1 0 0.0% 0.0% 0 0 0.0% 0.0% Broadoak 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% Brockworth 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% 0 0.0% 0 0.0% 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 Cam 0.3% 2 0 0.0% 0.0% 0 0.0% 0 0 0.0% 0.0% 0 Churchdown 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0.5% 3 0 0.0% 3 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 3.4% 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 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% 0.5% 0 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 0.0% 0 Hucclecote 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 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% 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 0.6% 0.0% 0 0.3% 0 0.0% Saul 1 0.0% 0 0.0% 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% 0 0.6% 1.3% 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 0.0% 0 3 0 0 0 0 0.0% Tredworth 0.6% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 2.6% 3 0.0% 0 5 0.0% 0 0 0 Upton St Leonards 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% (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 0.0% 0 8.8% 9 6.4% 5 (NEVER do leisure or 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 0 evening entertainment) Weighted base: 502 0 0 0 0 0 0 108 78 0 0 401 0 0 0 0 0 100 100 Sample: 0 0 0

#### Q28BDo you ever use Gloucester City Centre for leisure and evening entertainment?

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 O28A

Yes No	35.2% 64.8%	107 197	0.0% 0.0%	0	0.0% 0.0%		23.6% 76.4%		36.6% 63.4%	17 30												
Weighted base: Sample:		304 222		0		0		0		0		0		0		0		0		67 58		47 53

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## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

											_												
	Tota		Zone 1A (Cheltenha NE)		Zone 11 (Cheltenh NW)		Zone 10 (Cheltenh SE)		Zone 11 (Cheltenh SW)		Zone 2 (Bishops Cleeve)	1	Zone 3A (Cotswold North)		Zone 3I (Winchcor		Zone 4 (Cotswolds South)	1	Zone 5A (Glouceste Central)	er	Zone 5 (Glouce South	ster	
Q29 Why do you not use										t? [N	IR]												
Those who don't use G	loucester	City C	entre for lei:	sure	e or evenin	g ente	ertainment	at Q	)28B														
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	0.0%	0	4.2%	2	3.0%	1	
ot 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	0.0%	0	
ot 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	0.0%	0	17.6%	9	8.3%	3	
refer 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		0	13.6%	7	17.0%	5	
oo 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		0			1.3%	0	
ther	2.6%	5	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0		0		1	6.0%	2	
o particular reason	14.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0			16.4%	_	18.0%	5	
ifficult parking	0.7%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0		0	4.6%	1	
1 &		_		0		0		0		0		0		0		0		0		-		6	
on't feel safe there / anti-social behaviour	10.8%	21	0.0%				0.0%				0.0%										18.6%	0	
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		1	1.7%	I	
n too old / disabled	1.9%	4	0.0%	0		0	0.0%	0		0	0.0%	0		0		0		0		4	0.0%	0	
s more for young people	6.4%	13	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0		0		1	4.0%	1	
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	0.0%	0	1.3%	1	1.7%	1	
ack 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		0	1.7%	1	0.0%	0	
othing 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	0.0%	0	14.8%	8	12.9%	4	
he 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	0.0%	0	9.3%	5	1.3%	0	
Oon'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	0.0%	0	1.3%	1	8.9%	3	
Veighted base:		197		0		0		0		0		0		0		0		0		51		30	
ample:		154		0		0		0		0		0		0		0		0		40		40	
•												U		U		U		U		40		40	
Q30 When you go to Glo Those who live in Zone				AN	Y reason	, hov	w do you	usu	ally trave	el?													
ar / 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	0.0%	0	39.9%	43	64.4%	50	
ar / 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		0	6.6%	7	11.2%	9	
alk	9.8%	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	34.7%	37	4.7%	4	
1S	23.8%	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	10.2%	11	10.7%	8	
axi	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	2.0%	2	
ycle	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	0.8%	1	0.5%	0	
ain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
otorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	
rk 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	
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0		0		0	0.0%	0	
ever visit Gloucester City Centre	2.3%	12		0		0	0.0%	0		0	0.0%	0		0		0		0		2		2	
on'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	0.0%	0	5.9%	6	4.1%	3	
eighted base:		502		0		0		0		0		0		0		0		0	1	108		78	
0		401		0		0		0		0		0		0		0		0		100		100	
Sample:		401		U		U		U		U		U		U		U		U	,	LUU		100	

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	Total		Zone 1A (Cheltenham NE)	n (	Zone 1B (Cheltenham NW)	ı ((	Zone 1C Cheltenham SE)	ı (	Zone 1D Cheltenha SW)	m	Zone 2 (Bishops Cleeve)		Zone 3A (Cotswold North)	s (	Zone 3B (Winchcom		Zone 4 (Cotswold South)	ls	Zone 5A (Gloucest Central	er	Zone 5 (Glouces South	ster	
Q31 Why is this your pre Those who chose a meth				R]																			
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		1		0	
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	
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	
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	
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	
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	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	
Oon'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	
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		2	1.4%	1	
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	
allows me to have a drink ravelling by car is the safest	3.6% 1.8%	17 8		0				0	0.0% 0.0%	0		0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.9%	0 1		6	
way to travel ravelling by foot / cycle	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	
keeps me fit sing the car is cheaper than	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	
public transport																							
Valking / cycling is free	0.7%	3		0		0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	1.8%	2	0.5%	0	
Don't know)	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	
Veighted base:		472	(	0		0	(	0		0		0		0		0		0		99		73	
Sample:		368		0		0	(	0		0		0		0		0		0		91		89	

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	Tota	al	Zone (Chelter NE	ıham	(Chelt	ne 1B tenham W)	Zone 1 (Chelten SE)	_	Zone 1 (Chelten SW)	ham	Zone 2 (Bishop Cleeve	os	Zone (Cotsw Nort	olds		one 3B chcom		Zone 4 (Cotswol South)	ds	Zone : (Glouce Centr	ster	Zone : (Glouce South	ster
Q32 What would encou Those who live in Zon				ceste	r City	Centre	more oft	en? [	MR]														
Nothing	34.2%	17	2 0.0%	0	0.09	% 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	0.09	% 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%	3	5 0.0%	0	0.09	% 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%	10	7 0.0%	0	0.09	% 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
etter restaurants/bars	5.0%	2	5 0.0%	0	0.09	% 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
nproved quality of environment	7.9%	4	0.0%	0	0.09	% 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
ower priced parking	1.3%		6 0.0%	0	0.09	% 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
Iore brand names	4.1%	2	0.0%	0	0.09	% 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
fore convenient parking	2.7%	1	3 0.0%	0	0.09	% 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%	1	6 0.0%	0	0.09	% 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
afer / better personal security	2.5%	1	3 0.0%	0	0.09	% 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
afer car parks in the	0.5%		3 0.0%	0	0.09	% 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%	3	2 0.0%	0	0.09	% 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
theatre	1.5%		8 0.0%	0				0	0.0%	0		0		0			0	0.0%	0	2.3%	2	0.0%	0
tter quality shops / less cheap shops	3.1%	1	5 0.0%	0	0.09	% 0	0.0%	0		0	0.0%	0	0.0%	0	0.0	)%	0		0	0.0%	0		1
heaper / free parking	1.9%		9 0.0%	0	0.09	% 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
leaner streets	2.7%	1	4 0.0%	0	0.09	% 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
ee parking	0.0%		0.0%	0	0.09	% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.0%	0	0.0%	0	0.0%	0
ore buses	0.7%		4 0.0%	0	0.09	% 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
ore events / entertainment	4.5%	2	3 0.0%	0	0.09	% 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
lore music / live venues	1.6%		8 0.0%	0	0.09	% 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
evamp / refurbish it	1.8%		9 0.0%	0	0.09	% 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
on't know)	11.4%	5		0				0	0.0%	0	0.0%	0	0.0%	0		)%	0	0.0%	0	12.5%	13	11.3%	9
Veighted base:		50	2	0		0		0		0		0		0			0		0		108		78
mple:		40	1	0		0		0		0		0		0			0		0		100		100
GEN Gender of respond	ent																						
Male	36.4%	73			37.19			25			31.2%	15			35.9			44.4%		45.9%	49		28
emale	63.6%	12/	8 60.2%	54	62.99	% 79	49.9%	25	58.2%	58	68.8%	32	80.3%	52	64.	1%	14	55.6%	1/	54.1%	58	64.6%	51
Weighted base: Sample:		200 200		89 100		126 100		49 101		100 100		47 103		65 100			22 100		30 101		108 100		78 100

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## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

	Tota	al	Zone 1 (Chelten NE)	ham	Zone 1 (Chelten NW)	ham	Zone 1C (Cheltenha SE)		Zone 1 (Cheltenl SW)	ham	Zone 2 (Bishop Cleeve	os	Zone 3 (Cotswo North	olds	Zone (Winche )		Zone (Cotswo South	lds	Zone 5A (Gloucest Central	ter	Zone South	ster
AGE Could I ask how ol	d you are	e?																				
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	1	01		100		103		100		100		101		100		100
PEO How many people	live in yo	ur ho	usehold	, incl	uding yo	ourse	lf?															
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%		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		01		100		103		100		100		101		100		100
CAR How many cars do	you hav	е асс	ess to in	you	r househ	old?																
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			43.9%	55	33.4%		41.8%		34.0%		37.9%	25		8	23.9%		45.0%			24
Two	37.2%	747			35.7%				27.1%	27			34.8%	23			41.5%		30.9%			35
Three or more	15.9%	320			5.3%				15.0%	15			16.6%		23.2%		25.9%	8				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		01		100		103		100		100		101		100		100

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Wei	igh	ite	d

	Total		Zone 1 (Chelten		Zone :	ham (	Zone 1 (Chelten	_	Zone 1 (Chelten		Zone Z (Bisho)		Zone 3 (Cotswo		Zone (Winche		Zone (Cotswo		Zone 5 (Glouces		Zone s	
			NE)		NW	)	SE)		SW)	1	Cleeve	e)	North	1)	)		South	1)	Centra	ıl)	South	1)
ZON Zone																						
Zone 1A (Cheltenham NE)	4.5%	89	100.0%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 1B (Cheltenham NW)	6.3%	126	0.0%		100.0%	126	0.0%	0	0.0%	0	0.0%	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 1	100.0%	49	0.0%	0	0.0%	0	0.0%	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	100.0%	100	0.0%	0	0.0%	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	100.0%	47	0.0%	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%	0	100.0%	65	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%	0	0.0%	0	100.0%	22	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%	0	0.0%	0	0.0%	0	100.0%	30	0.0%	0	0.0%	0
Zone 5A (Gloucester	5.4%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	108	0.0%	0
Central)																						
Zone 5B (Gloucester South)	3.9%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	78
Zone 5C (Gloucester East)	10.2%	204	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5D (Gloucester North)	5.6%	112	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0,0	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 (Forest North)	2.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 (Tewkesbury)	6.3%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 (Evesham)	10.1%	202	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0,0	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 (Stroud)	11.6%	234	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Zone 10 (Cirencester)	5.2%	105	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Zone 11 (Forest Central)	4.2%	85	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Zone 12 (Forest South)	5.4%	107	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Zone 13 (Cam/Dursley)	3.8%	76	0.0%	0	0.0%	0	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:		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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NE		Total		Zone 1A		Zone 1B		Zone 1C		Zone 1D		Zone 2		Zone 3		Zone			Zone 4	da	Zone 5		Zone 5	
PC   Postcode Sector				`	am	`	n (	`	1 (	•	m	(Bishops		`		(winch	combe	e (	`	us			`	
CIL	DO Deste de Oseten			NE)		1447)		SE)		5**)		Ciccve		1 (OI till)		,			South)		Centra	1)	50um)	,
C11   C1   C1   C1   C1   C1   C1   C	PC Postcode Sector																							
C11   C1   C1   C1   C1   C1   C1   C	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	0.6%	1	0.0%	0
C11			6																			6		
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	GL1 3	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	0	0.0%	. (	0		0	23.9%			0
CL102	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	29.2%	31	0.0%	0
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	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	40.5%	44	0.0%	0
CLI14	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	0.0%	0
CL115	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	0.0%	0
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	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	0.0%	0
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	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	0.0%	0
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	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	0.0%	0
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	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	0.0%	0
GL143	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
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	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	0.0%	0
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	GL143					0.0%									0	0.0%						0	0.0%	
GL166															-							0		
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $															-							-		
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CL179													-		-									
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GL2 3															-									
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GL205         1.0%         20         0.0%         0															-									
GL206 GL207 I.2% 23 0.0% 0 0.0							-		-				-		0			-		-		-		
GL207  GL208  CL208  CL													0		0									
GL3 1 0.6% 13 0.0% 0 0.							0		0				0		0					0		0		0
GL3 2	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	0.0%	0
GL3 3	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	0.0%	0
GL3 4	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	0.0%	0
GL4 0 2.0% 41 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	0.0%	0
GL4 3 0.2% 4 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	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 0.0% 0 0.0% 0			41									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%	
GI45 16% 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%									-						_			-						
0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070	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	0.0%	0

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		Total		Zone 1		Zone 1		Zone 1C		Zone 1		Zone :		Zone (Cotsw			Zone 31		Zon (Cotsy		(	Zone 5A (Glouceste		Zone 5B (Glouceste	
1.				`		`		`		`			-	`		( * * *	)	moc	`		,	`		`	-
1.	GL4 6	2 2%	<b>43</b>	0.0%	0	0.0%	0	0.0%	Ω	ŕ	0	0.0%	. 0	0.0%		) (	0.0%	Ω	0.0%		)	0.0%	Ω	0.0%	0
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	GL4 8																								
.52   0.3%   5   0.0%   0   0.0%	GL5 1																								
.53					-								-	,.	,	-									
54         21%         42         0.0%         0         0<																									
.55	GL5 3														,	-							-		
.502	GL5 4																						-		
.5363	GL5 5														,								-		
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	GL502									20.6%					(	-							0		
$\begin{array}{c c c c c c c c c c c c c c c c c c c $	GL503												-		(								0	0.0%	
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL504	1.3%	27	0.0%	0	21.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	(	) (	0.0%	0	0.0%	C	)	0.0%	0	0.0%	0
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	GL510	1.8%	36	0.0%	0	28.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	(	) (	0.0%	0	0.0%	C	)	0.0%	0	0.0%	0
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL513	1.9%	39	0.0%	0	0.0%	0	0.0%	0	39.1%	39	0.0%	0	0.0%	(	) (	0.0%	0	0.0%	C	)	0.0%	0	0.0%	0
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL514	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(	) (	0.0%	0	18.4%	5	5	0.0%	0	0.0%	0
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL516	1.7%	34	0.0%	0	0.0%	0	0.0%	0	33.9%	34	0.0%	0	0.0%	(	) (	0.0%	0	0.0%	C	)	0.0%	0	0.0%	0
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	GL517	0.9%	18	0.0%	0	14.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	(	) (	0.0%	0			)	0.0%	0	0.0%	
$\begin{array}{c c c c c c c c c c c c c c c c c c c $	GL518	1.5%	29	0.0%				0.0%	0	0.0%	0		0	0.0%	(	) (	0.0%	0		0	)	0.0%	0	0.0%	
$\begin{array}{c} 5.522 \\ 5.233 \\ 5.233 \\ 5.233 \\ 5.235 \\ 5.256 \\$	GL519												-		,	-							-		
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL522												-		,								-		
$\begin{array}{c} 5.255 \\ 5.26 \\ 5.27 \\ 5$	GL523												-	,.		-					-		-		
$\begin{array}{c} 5.266 \\ 5.27 \\ 5.27 \\ 5.28 \\ 5.27 \\ 5.28 \\ 5.28 \\ 5.29 \\ 5.20 \\ 5.29 \\ 5$																-							-		
$\begin{array}{cccccccccccccccccccccccccccccccccccc$															,	-							-		
$\begin{array}{cccccccccccccccccccccccccccccccccccc$																							-		
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$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL529															-							-		
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL530				-								-	,.							-				
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1.541	GL538																								
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL539												-										-		
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL541	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2 (	0.0%	0	0.0%	C	)	0.0%	0	0.0%	0
2.544         0.6%         12         0.0%         0	GL542	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	20	) (	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL543	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	12	2 (	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL544	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(	) (	0.0%	0	42.1%	12	2	0.0%	0	0.0%	0
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL545	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(	0 100	0.0%	22	0.0%	0	)	0.0%	0	0.0%	0
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL556	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
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL560	1.3%	25	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	39.2%	25			0			)	0.0%	0	0.0%	0
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL569																								
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL6 0																						-		
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL6 6						-									-							-		
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL6 7												-		,	-							-		
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	GL6 8												0		,	-							-		
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL6 9												U		,								-		
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL0 9 GL7 1												-		,	-									
$\begin{array}{cccccccccccccccccccccccccccccccccccc$															,	-							-		
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	GL7 2												-										-		
_77	GL7 5						-								,	-							-		
	GL7 6																								
$R101 \hspace{1.5cm} 0.9\% \hspace{0.1cm} 18 \hspace{0.08cm} 0.0\% \hspace{0.1cm} 0 \hspace{0.1cm} 0 \hspace{0.1cm} 0.0\% \hspace{0.1cm} 0 \hspace{0.1cm} 0 \hspace{0.1cm} 0.0\% \hspace{0.1cm} 0 \hspace{0.1cm} 0 \hspace{0.1cm} 0.0\% \hspace{0.1cm} 0 \hspace{0.1cm} 0.0\% \hspace{0.1cm} 0 \hspace{0.1cm} 0 \hspace{0.1cm} 0 \hspace{0.1cm} 0.0\% \hspace{0.1cm} 0 \hspace{0.1cm} 0 \hspace{0.1cm} 0 \hspace{0.1cm} 0 \hspace{0.1cm} 0 \hspace{0.1cm}$	GL7 7		-		_		0		-						,										-
	WR101	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%	C	)	0.0%	0	0.0%	0

By Zone Weighted:

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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September	2015
September	

	Total	(	Zone 1 (Chelten NE)		Zone 11 (Cheltenh NW)		Zone 1 (Chelteni SE)	-	Zone 1 (Chelten SW)		Zone 2 (Bishop Cleeve)	S	Zone 32 (Cotswol North)	lds (	Zone 3 Winchco		Zone 4 (Cotswold South)		Zone 5 (Glouces Centra	ter	Zone 5 (Glouce South	ster
WR103	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
WR111	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
WR112	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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	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	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	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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2	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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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Zone 5C Zone 5D Zone 13 Total Zone 6 Zone 7 Zone 8 Zone 10 Zone 11 Zone 12 Zone 9 (Gloucester (Gloucester (Forest North) (Tewkesbury) (Evesham) (Stroud) (Cirencester) (Forest (Forest South) (Cam/Dursley East) North) Central) Q01 Where would you regard as your household's MAIN town centre for shopping? Bishops Cleeve 1.3% 26 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 0.6% 11 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0.0% 0.0% 0.5% 5 Bristol 0 0.0% 0 0 1 7.0% 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 0.8% 1 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% 2 0 0.0% 0 0 0.0% 0 0.0% 2.0% 2 Chepstow 0.1% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1.3% 26 0.0% 0 0.0% 0 0.0% 0 0.0% 29.7% 0.5% 0 Cinderford 0 0.0% 0 0.0% 0 0.0% 0 25 1 0.0% Cirencester 5.4% 109 0.0% 0 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 0.0% 0 27.7% 30 0.0% 0 0.9% 19 0.8% 2 0.0% 0.0% 0 0.0% 0 8 0.0% 0.0% 0.0% 0 7 Cribbs Causeway, Bristol 0 0.0% 0 3.4% 0 0 8.8% 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 0.0% 0 43.0% 33 Evesham 6.3% 126 0.0% 0 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 2 0.0% 2.8% 0 0 0.0% Hereford 0.1% 0.0% 0 0 1 0.0% 0 0.0% 0.0% 0 0.8% 1 0.0% 0 0.0% 0 62 0 0.7% 0 0.0% 3 59 Lvdnev 3.1% 0.0% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 3.3% 54.7% 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 2.1% 2 3.2% 3 0.0% 0 13 0.0% 0.0% 0 0 0.0% 0.0% 0.0% Moreton in Marsh 0.6% 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% 1.9% 4 0 0.0% 0 0.0% 0 0.0% 0 0.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 2 0.0% 0 Newport 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 0.0% 0 0 20 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 Pershore 1.0% 0 0 2.8% 4 8.1% 16 0.0% 0.0% 0 0.0% Ross on Wve 1.1% 22 0.0% 0 0.0% 0 4.6% 2 0.0% 0 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 0.0% 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 0.0% 0 9.7% Stroud 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 0 Swindon 0.4% 9 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 0.0% 0 3.8% 76 0.0% 0 1.4% 2 2.2% 57.3% 72 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Tewkesbury 1 0.2% 3 3 0 0 Upton-on-Severn 0.0% 0 0.0% 0 0.0% 0 2.8% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 0 Winchcombe 4 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 3.0% 1.2% 24 0.0% 0 1.8% 4 9.5% 19 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Worcester 1 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 Abbeymead 0 0 0 0 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.1% 1 0 0 0 0 0 0.0% Banbury 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 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 Berkeley 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 0.0% 0 7 Brockworth 0.3% 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 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 0.0% 0 0.1% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 2.8% 2 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 Charlton Kings 0 0 0 0 0 0 0.0% 0 0 Churchdown 0.0% 1 0.0% 0.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Drybrook 0.0% 1 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 Gallagher Retail Park, 0.1% 2 0 0.0% 0.0% 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 0.0% Cheltenham 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 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 Hatherley 0.0% 0 0 0 0 0 0.0% 0.0% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Kingsditch 0 0.0%

	Tota	al		e 5C cester		ne 5D ucester	Zone (Forest l		Zone Tewkesl		Zone (Evesh		Zone (Stro		Zone (Cireno			e 11 rest		e 12 South)	Zon (Cam/l	
			Ea	st)	No	orth)											Cen	tral)				)
Leckhampton	0.0%	(	0.0%	6 0	0.0	10% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.09	6 0	0.09	6 0
Ledbury	0.0%	3					6.9%	3	0.0%	0	0.0%	0	0.0%	0								
London	0.2%	4					0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Newent	0.5%	10					) 20.3%	9	0.0%	0	0.0%	0	0.0%	0					0.07			
Northleach	0.5%	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	0.070							
Oaklev	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								
Prestbury	0.1%	-									0.0%											
Quedgeley	1.0%	19					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	,.							
St Mark's	0.0%	1					0.0%	0	0.0%	0	0.0%	0	0.0%	0								
t Oswalds Retail Park, Gloucester	0.0%	1					0.0%	0	0.0%	0	0.0%	0	0.0%	0					0.07			
tonehouse	0.4%	8					0.0%	0	0.0%	0	0.0%	0	3.4%	8			,					
Swindon Village	0.0%		0.0%		0.0	)% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0							0.09	
'ewkesbury Road, Cheltenham	0.1%	3	3 0.0%	6 0	0.0	)% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.09	6 0	0.09	6 0
Thornbury	0.3%	4	0.0%	6 0	0.0	)% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.09	6 0	7.29	6 5
p Hatherley	0.1%	1	0.0%	6 0	0.0	)% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.09	6 0	0.09	6 0
Vitney	0.1%	3	0.0%	6 0	0.0	)% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.09	6 0	0.09	6 0
otton-under-Edge	0.0%	(	0.0%	6 0	0.0	)% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.09	6 0	0.69	6 0
Oon't know)	1.0%	19	0.0%	6 0	1.9	1% 2	0.9%	0	1.9%	2	2.3%	5	0.7%	2	1.0%	1	0.09	6 0	0.09	6 0	2.99	6 2
eighted base:		2009	)	204		112	,	45		126		202		234		105		85		107		76
mple:		2008		100		101		100		100		101		100		100		100		101		100
02 How do you usually	travel	to thi	s centr	e?																		
.0				• •																		
r / van (as driver)	62.8%		61.6%					34			64.6%	131	73.5%	172			85.69					
r / van (as passenger)	7.2%	145						3	8.9%	11	7.0%	14	8.4%	20					9.19	6 10	5.59	
alk	15.9%	319					5 10.1%	4	22.3%	28	20.5%	42	11.8%	28	21.6%	23	4.39	6 4			16.79	6 13
18	9.4%	188	3 24.2%	6 49	21.6	5% 24	5.0%	2	6.6%	8	1.7%	3	2.6%	6	2.6%	3	4.49	6 4	3.59	6 4	3.79	6 3
nxi	0.4%	8	0.0%	6 0	0.7	<b>'</b> %	0.0%	0	0.6%	1	0.0%	0	0.9%	2	0.0%	0	0.09	6 0	0.09	6 0	0.09	6 0
ycle	0.8%	17	0.8%	6 2	2.6	% 3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.3%	1	0.09	6 0	0.09	6 0	0.09	6 0
rain	0.7%	13	0.0%	6 0	0.0	)% (	0.0%	0	0.0%	0	3.9%	8	0.0%	0	0.0%	0	0.09	6 0	0.89	6 1	4.29	6 3
Iotorcycle	0.1%	3	0.0%	6 0	0.9	%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.09	6 0	0.09	6 0
ark and Ride	0.3%	6	6 0.0%		2.4	.%	0.0%	0	0.6%	1	0.0%	0	0.0%	0			0.09	6 0			0.09	6 0
other	0.0%	(			0.0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0.09	6 0	0.09	6 0
Mobility scooter / wheelchair	0.2%						0.0%	0	0.0%	0	0.6%	1	0.0%	0							1.29	
on't know / varies)	2.3%	46						1	2.1%	3	1.7%	4	2.8%	7			0.09					
Veighted base:		2009		204		112		45		126		202		234		105		85		107		76
C		2008		100		101		100		100		101		100		100		100		107		100
ample:		2008	•	100		10.	L	100		100		101		100		100		100	'	101		100

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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

More thm once a week 27.9% 122 26.8% 9 2 1.0% 5 12.7% 0 7.2% 0 7.2% 0 2 9.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.00% 0 0.	,, eighteu.																							Septemo
Contact		Tota	al	(Glouc	ester	(Glouce	ester											(Fore	est					
Exerylating Those that said Checkwarian Qult  Exerylating 7, 7,5% 40 5,0% 2 0.0% 0 0.0	Mean score: [Nun	nber of vis	sits p	er week																				
More thm once a week 27.9% 122 26.8% 9 2 1.0% 5 12.7% 0 7.2% 0 7.2% 0 2 9.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.00% 0 0.				am Tow	n Cen	tre?																		
Mean score:   Very Good = 2,   South = 1   32   22   4   29   20   2   1   4   0   1   2   0   2   1   2   2   0   2   2   2   2   2   2   2	Everyday More than once a week Once a week Once every two weeks Once a month Never (Don't know)	22.5% 27.7% 17.2% 22.2% 2.7%	122 150 93 120 15	26.8% 11.7% 22.5% 34.0% 0.0%	9 4 7 11 0	21.6% 40.7% 7.1% 30.6% 0.0%	5 9 2 7 0	12.7% 20.8% 35.4% 23.1% 8.1%	0 1 1 1 0	7.2% 25.0% 27.9% 30.7% 5.6%	7 8 9 2	9.0% 9.0% 14.8% 67.1% 0.0%	2 2 3 13 1 0	0.0% 0.0% 0.0% 100.0% 0.0%	0 0 0 2 0	0.0% 0.0% 100.0% 0.0% 0.0%	0 0 1 0 0	0.0% 12.7% 0.0% 87.3% 0.0%	0 0 0 3 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 50.0% 50.0%	0 0 0 1 1	
Mean score:   Very Good = 2, Good = 2, Poor = -1, Very poor = -2    G04AOverall, how do you rate the following aspects of Cheltenham Town Centre?   PR]   Those that visit Cheltenham Town Centre of UO3A   Those that visit Cheltenham Town Centre	Mean: Weighted base:																0.50						0.15	
Control   Cont	Sample:																1		-		-		2	
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 0.0% 0 100.1% 1  Poor 4.7% 25 0.0% 0 3.5% 1 0.0% 0	Those that visit Chel	tenham Tov	vn Cer	tre at Q0		s of Che	eltenh	am Tow	n Cen	itre? [Pl	R]													
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%	Very Good Good Poor	34.2% 58.7% 4.7% 1.0%	180 309 25 5	68.6% 31.4% 0.0% 0.0%	10 0 0	43.2% 3.5% 3.5%	9 1 1	36.4% 0.0% 0.0%	1 0 0	51.5% 0.0% 0.0%	14 0 0	43.4% 0.0% 0.0%	9 1 0 0	0.0% 0.0% 0.0%	2 0 0	100.0% 0.0% 0.0%	1 1 0 0	100.0% 0.0% 0.0%	4 0 0	0.0% 0.0% 0.0%	0 0 0	100.1% 0.0% 0.0%	1 0 0	
Sample: 639 15 18 7 21 10 1 1 2 0 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	Mean:		1.22		1.69		1.30		1.64		1.49		1.57		1.00		1.00		1.00		0.00		1.00	
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%	Weighted base: Sample:																_		-		-		1 1	
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%	Choice and qualit	ty of supe	rmark	rets																				
Weighted base: 527 32 22 3 28 20 2 1 4 0 1	Very Good Good Poor Very poor Don't Know	47.1% 22.2% 3.2%	248 117 17 43	31.8% 20.0% 0.0% 36.8%	10 6 0 12	62.7% 12.6% 0.0% 14.1%	13 3 0 3	49.9% 22.6% 0.0% 0.0%	2 1 0 0	45.3% 43.3% 0.0%	12 12 0 0	45.0% 16.5% 5.8%	9 3 1 2 1	0.0% 0.0% 0.0%	0 0 0 2	0.0% 0.0% 0.0% 100.0%	0 0 0 1	100.0% 0.0% 0.0%	4 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 1	
	Mean:																						0.00	
	Weighted base: Sample:																-		-		-		1 1	

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## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

1	, reighteur																						
Cloud		Tota	al	(Glouce	ester	(Glouce	ester (											(For	est (				
1	Choice and quality	y of servi	ce fac	ilities (e	eg. Ba	nks, bu	ilding	societi	es, an	d travel	agen	ts)											
Range and choice of leisure / entertainment facilities  Good 191% 101 45.7% 15 5.5% 11 27.5% 1 17.5% 5 44.8% 9 100.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.1% 1 1.3.9% 73 15.3% 5 9.1% 2 8.8% 0 0.0% 0 0.	Very Good Good Poor Very poor Don't Know <i>Mean:</i>	59.9% 4.1% 0.5%	315 21 3 39 1.20 527	41.8% 0.0% 0.0%	14 0 0 7 1.46 32	62.2% 9.1% 0.0% 19.7%	13 2 0 4 0.89 22	63.6% 0.0% 0.0%	2 0 0 0 1.36 3	48.5% 3.8% 0.0%	13 1 0 4 1.30 28	27.1% 0.0% 0.0%	5 0 0 7 1.57 20	0.0% 0.0% 0.0%	0 0 2 0.00 2	100.0% 0.0% 0.0%	1 0 0 0 1.00	87.3% 0.0% 0.0% 12.7%	3 0 0 0 1.00 4	0.0% 0.0% 0.0%	0 10 0 0 0 0 0 0.00	00.1% 0.0% 0.0%	1 0 0 0 1.00
Good 19.1% 101 45.7% 15 5.5% 1 27.5% 1 17.5% 5 44.8% 9100.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 12.7% 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Sample:		639		15		18		/		21		10		1		1		2		U		1
1	Range and choice	of leisur	e / en	tertainm	ent fa	acilities																	
ple:   527   32   22   3   28   20   2   1   4   0   1    Accessibility by public transport  Good   19.1%   100   51.0%   16   19.7%   4   8.8%   0   3.8%   1   0.0%   0   0.0%	Very Good Good Poor Very poor Don't Know	52.1% 13.9% 0.9%	275 73 5	16.1% 15.3% 0.0%	5 5 0	64.2% 9.1% 3.5%	14 2 1	63.6% 8.8% 0.0%	2 0 0	61.6% 0.0% 0.0%	17 0 0	16.5% 9.0% 0.0%	3 2 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	87.3% 0.0% 0.0%	3 0 0	0.0% 0.0% 0.0%	0 10 0 0	00.1% 0.0% 0.0%	1 0 0
Accessibility by public transport  Good 19.1% 100 51.0% 16 19.7% 4 8.8% 0 3.8% 1 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
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 0.0% 0 0.0% 1 12.7% 0 0.0% 0 100.1% 1 4.6% 4.9% 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 1.0	Weighted base: Sample:														2 1								1 1
de 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 epoc 4.6% 24 0.0% 0 7.1% 2 0.0% 0 7.6% 2 9.0% 2 0.0% 0 0.0%	Accessibility by p	ublic tran	sport	,																			
ghted base: 527 32 22 3 28 20 2 1 4 4 0 1 ple: 639 15 18 7 21 10 1 1 1 2 0 1 1	Very Good Good Poor Very poor Oon't Know	46.9% 8.2% 4.6%	247 43 24 112	31.4% 0.0% 0.0%	10 0 0 6	64.2% 7.1% 5.5% 3.5%	14 2 1 1	66.1% 0.0% 0.0%	2 0 0 1	52.2% 6.7% 7.6%	14 2 2 8	32.7% 9.0% 7.4%	6 2 1 10	0.0% 0.0% 0.0%	0 0 0 2	100.0% 0.0% 0.0%	1 0 0 0	12.7% 0.0% 0.0% 87.3%	0 0 0 3	0.0% 0.0% 0.0%	0 10 0 0 0	00.1% 0.0% 0.0%	1 0 0 0
Accessibility by car  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 0.0% 0 100.1% 1 13.5% 71 6.4% 2 38.9% 8 13.8% 0 3.8% 1 0.0% 0 0	Tean:  Veighted base:  ample:		527		32		22		3		28		20		2		1		4		0		1
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 0.0% 0 100.1% 1 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 13.5% 71 6.4% 2 38.9% 8 13.8% 0 3.8% 1 0.0% 0	1	ar	00)		10		10		·				10		-		-		_		Ü		•
n: 0.72 1.03 0.35 0.95 1.15 1.42 2.00 1.00 1.13 0.00 1.00 ghted base: 527 32 22 3 28 20 2 1 4 0 1	Very Good Good Poor Very poor Don't Know	14.2% 57.3% 13.5% 4.2%	302 71 22	78.2% 6.4% 0.0%	25 2 0	39.2% 38.9% 0.0%	8 8 0	63.6% 13.8% 0.0%	2 0 0	71.2% 3.8% 0.0%	20 1 0	58.5% 0.0% 0.0%	11 0 0	0.0% 0.0% 0.0%	0 0 0	100.0% 0.0% 0.0%	1 0 0	87.3% 0.0% 0.0%	3 0 0	0.0% 0.0% 0.0%	0 10 0 0	00.1% 0.0% 0.0%	1 0 0
ghted base: 527 32 22 3 28 20 2 1 4 0 1	Mean:										1.15												
	Weighted base: Sample:		527		32				3				20				1 1		-				1

#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted: September 2015 Total Zone 5C Zone 5D Zone 10 Zone 12 Zone 13 Zone 6 Zone 7 Zone 8 Zone 9 Zone 11 (Forest (Gloucester (Gloucester (Forest North) (Tewkesbury) (Evesham) (Stroud) (Cirencester) (Forest South) (Cam/Dursley East) North) Central) Adequacy of parking arrangements Very Good 8.9% 47 15.3% 5 3.5% 1 22.6% 32.0% 9 23.7% 5 100.0% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 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% 0 100.1% Good 3 0.0% 127 26.8% Poor 24.1% 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% 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 56 0.0% 0 5.8% 0.0% 0 3.0% -1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Don't Know 10.6% 0 0.0% 0 0.0% 0.13 0.43 -0.21 0.95 0.77 0.53 2.00 0.00 1.00 1.00 0.75 Mean: 527 32 22 3 28 20 2 0 Weighted base: 18 7 2 639 15 21 10 0 Sample: Quality of the environment 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% 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 Good 4.9% 0.0% 0.0% Poor 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 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% Very poor 0 0 0.0% 0 1.1% 0.0% 5.5% 0.0% 0.0% 0 0 0.0% 0 0.0% 0 12.7% 0.0% Don't Know 6 0 0 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 0.002.00 32 527 22 3 28 20 2 Weighted base: 4 0 639 15 18 7 21 10 1 2 0 Sample: Ease of pedestrian movement around the centre 143 23.9% 2 74.9% 3 28.9% 8 71.9% 14 100.0% 2 0.0% 0 0.0% 0 0.0% 0 100.1% Very Good 27.1% 9.1% 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 5.4% 28 6.4% 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 Poor 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 2 0 Don't Know 0.4% 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 1.02 1.29 1.72 2.00 0.00 Mean: 1.15 1.11 1.75 1.00 1.00 2.00 527 32 22 28 20 2 Weighted base: 3 4 0 21 Sample: 639 15 18 7 10 2 The level of personal security and safety 107 18.9% 4 38.9% 3 52.5% 10 100.0% Very Good 20.4% 6 18.1% 1 11.4% 2 0.0% 0.0% 0.0% 0.0% 0 71.3% 376 74.6% 24 74.8% 16 47.4% 2 88.6% 24 29.7% 0.0% 0 100.0% 1 87.3% 3 0.0% 0 100.1% Good 6 1 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% Poor 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 4.8% 25 6.4% 2 3.5% 0.0% 0 0.0% 0 17.9% 4 0.0% 0 0.0% 0 12.7% 0.0% 0.0% 0 Don't Know 1 0 0 1.13 1.20 1.11 1.11 1.11 1.64 2.00 1.00 1.00 0.001.00 Mean: 527 22 3 28 Weighted base: 32 20 2 4 18 7 21 2 639 15 10 0 Sample:

By Zone
Weighted:

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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	Tota	al	Zone (Glouc Eas	ester	Zone (Glouce Nort	ester	Zone (Forest N		Zone (Tewkesl		Zone (Evesha		Zone (Stro		Zone (Cirence		Zone (Fore Centr	st (	Zone Forest S		Zone (Cam/D	
The quality of ev	ening ente	rtainı	nent																			
Very Good	13.1%	69	44.7%	14	9.1%	2	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
Don't Know	26.4%	139	38.2%	12	21.2%	5	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
Mean:		0.96		1.72	!	1.03	3	1.55		0.41		1.40		2.00		1.00		1.00		0.00		2.00
Weighted base:		527		32		22	2	3		28		20		2		1		4		0		1
Sample:		639		15		18	3	7		21		10		1		1		2		0		1

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## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

,, e-g																							September
	Tota	ıl	Zone 5 (Glouces East)	ster	Zone 5 (Glouces North	ster (	Zone Forest N		Zone Tewkesl		Zone 8 (Eveshan	1)	Zone 9 (Stroud)	)	Zone 1 (Cirences		Zone 11 (Forest Central	(	Zone 12 Forest So		Zone (Cam/Du		
Q05AWhat would encour			it Chelte	enhai	n Town	Centi	re more	often	? [MR]														
Those that said 'Chelter	ıham' at	Q01																					
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		1	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	0.0%	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	
Less expensive parking	14.2%	77	39.0%	13		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	
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	
Better public transport	1.5%	8	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		1	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		2	0.0%	0		0		0	0.0%	0		0	
More events / festivals /	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	4.4%	1	0.0%	0	0.0%	0		0		0	0.0%	0		0	
` '	1.070		0.070		0.070		0.070	4	1.170	•	0.070		3.070			1	0.070	4	0.070	0	0.070	1	
Weighted base:		541		32 15		22 18		8		29 23		20 10		2		1		2		0		2	
Sample:		668		13		18		ð		23		10		1		1		2		U		2	

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	Tota	ıl	Zone 5 (Glouces East)	ster			Zone (Forest N		Zone ' Tewkesb		Zone (Evesha			one 9 roud)	(	Zone 10 Cirenceste		Zone 1 (Fores Centra	it (	Zone 1 Forest So			one 13 Durs	ley
Q06AWhat do you dislike Those that said 'Chelter			enham To	own	Centre	? [MR]	l																	
Nothing	56.6%	306	78.2%	25	37.6%	6 8	87.4%	3	63.6%	19	81.9%	16	100.0	1%	2 1	00.0%	1	87.3%	3	0.0%	0	100.0	)%	1
Difficult to cross roads	0.0%	0	0.0%	0	0.0%	6 C	0.0%	0	0.0%	0	0.0%	0	$0.0^{\circ}$	1%	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%	6 5	0.0%	0	25.7%	8	9.0%	2	$0.0^{\circ}$	1%	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%	6 0	0.0%	0		0	0.0%	0	0.0	1%	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%	6 C	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
Not enough choice of shops / clothes shops	2.0%	11	0.0%	0	0.0%	6 C	12.7%	0	3.6%	1	0.0%	0	0.0	1%	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%	6 C	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
Poor bus services	0.4%	2	0.0%	0	0.0%	6 C	0.0%	0	0.0%	0	0.0%	0	$0.0^{\circ}$	1%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0
Poor evening offer	0.2%	1	0.0%	0	0.0%	6 C	0.0%	0	0.0%	0	0.0%	0	$0.0^{\circ}$	1%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0
oor facilities (e.g. seating, toilets)	0.5%	3	0.0%	0	0.0%	6 0	0.0%	0	0.0%	0	0.0%	0	0.0	1%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0
Poor quality shops / charity shops	1.6%	8	5.0%	2	0.0%	6 0	0.0%	0	0.0%	0	0.0%	0	0.0	1%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0
Poor sign posting	0.0%	0	0.0%	0	0.0%	6 C	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
Prices too high	0.4%	2	0.0%	0	0.0%	6 C	0.0%	0	2.8%	1	0.0%	0	0.0	1%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0
Too busy / crowded	0.8%	4	0.0%	0	0.0%	6 C	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
oo far from home	0.0%	0		0	0.0%	6 C	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
Coo few pubs / quality restaurants / eating places	1.3%	7	0.0%	0	0.0%	6 0	0.0%	0	0.0%	0	0.0%	0	0.0	1%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0
Traffic congestion	4.6%	25	0.0%	0	30.1%	6 6	0.0%	0	3.6%	1	0.0%	0	0.0	1%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0
Jnattractive environment / streets dirty / litter	4.6%	25		0	0.0%	6 C		0		0		2			0	0.0%	0		0		0			0
Other	5.8%	32	3.9%	1	9.1%	6 2	0.0%	0	2.8%	1	0.0%	0	$0.0^{\circ}$	1%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0
Oon't like the pedestrianised areas	0.9%	5	12.9%	4	0.0%	6 0	0.0%	0	0.0%	0	0.0%	0	0.0	1%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0
Empty shops	0.6%	3	0.0%	0	0.0%	6 C	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
ack of food stores	0.4%	2		0				0	0.0%	0		0			0	0.0%	0	0.0%	0		0	0.0		0
ack of pedestrianised areas	0.3%	1		0				0	0.0%	0		0			0	0.0%	0	0.0%	0	0.0%	0	0.0		Ō
ne way system	1.6%	9		0				0	4.4%	1	0.0%	0			0	0.0%	0	0.0%	0		0	0.0		0
avements needs fixing	1.0%	5		0			0.0%	0	0.0%	0		0			0	0.0%	0	0.0%	0	0.0%	0	0.0		Ö
hopping areas too far apart	0.4%	2		0				0	0.0%	0		0			0	0.0%	0	0.0%	0		0	0.0		0
he building work	1.4%	8		0				0	0.0%	0		0			0	0.0%	0	0.0%	0	0.0%	0	0.0		Ö
None mentioned)	0.5%	3		0				0	0.0%	0		0			0	0.0%	0	0.0%	0		0	0.0		0
Oon't know)	1.6%	9		0				0	0.0%	0		0			Ö	0.0%	Ö	0.0%	0	0.0%	0	0.0		0
Veighted base:		541		32		22		4		29		20			2		1		4		0			1
Sample:		668		15		18	;	8		23		10			1		1		2		0			2

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	Tota	al	Zone 50 (Glouces East)	ter	Zone 51 (Gloucest North)		Zone 6 (Forest Noi	rth) (	Zone Z Tewkesb		Zone 8 (Evesha		Zone 9 (Stroud)		Zone 10 (Cirenceste	er)	Zone 11 (Forest Central	(	Zone 1 Forest So			one 1 n/Du )	
Q07Als Cheltenham y Those that said 'C			destinatio	n fo	r leisure a	and	entertainn	nen	t facilitie	s?													
Yes No (Don't know) Weighted base: Sample:	79.7% 19.7% 0.6%	431 107 3 541 668	26.4% 0.0%			15 7 0 22 18	0.0%		53.0% 47.0% 0.0%			12 8 0 20 10	100.0%	0 2 0 2 1		0 1	0.0% 00.0% 0.0%	0 4 0 4 2	0.0% 0.0% 0.0%		50. 50. 0.		1 1 0 1 2
Q08AHave you used Those that said 'C			enham fo	r the	e following	j in	the last 12	2 mc	onths? [I	PR]													
Pubs / Night Cl	ubs																						
Yes No Don't know	58.4% 41.4% 0.2%	316 224 1	52.9%		45.9% 54.1% 0.0%		41.2% 58.8% 0.0%		38.0% 62.0% 0.0%		23.9% 76.1% 0.0%	5 15 0	100.0% 0.0% 0.0%	2 0 0	100.0%	1 1	0.0% 00.0% 0.0%	0 4 0	0.0% 0.0% 0.0%		50. 50.		1 1 0
Weighted base: Sample:		541 668		32 15		22 18		4 8		29 23		20 10		2		1		4 2		0			1 2
Restaurants																							
Yes No Don't know	82.4% 17.3% 0.3%	446 94 2	6.1%	30 2 0		21 1 0	31.2%	3 1 0			74.7% 25.3% 0.0%	15 5 0	100.0% 0.0% 0.0%	2 0 0		0 1	0.0% 00.0% 0.0%	0 4 0		0 0 0		.0% .0% .0%	1 0 0
Veighted base: ample:		541 668		32 15		22 18		4 8		29 23		20 10		2		1		4 2		0			1 2
Cinema																							
Yes No Don't know	62.9% 36.9% 0.2%	341 200 1	40.3%		63.9% 36.1% 0.0%	14 8 0	51.9%		68.2% 31.8% 0.0%		47.5% 52.5% 0.0%	9 10 0	100.0%	0 2 0		0 1	0.0% 00.0% 0.0%	0 4 0	0.0% 0.0% 0.0%		50. 50. 0.		1 1 0
Weighted base: Sample:		541 668		32 15		22 18		4 8		29 23		20 10		2		1		4 2		0			1 2
Theatre																							
Yes No Don't know	47.3% 52.5% 0.2%	256 284 1			47.0% 53.0% 0.0%	10 11 0			36.4% 63.6% 0.0%		23.9% 76.1% 0.0%	5 15 0	100.0% 0.0% 0.0%		0.0% 100.0% 0.0%	1 1	0.0% 00.0% 0.0%	0 4 0	0.0% 0.0% 0.0%		0. 100. 0.		0 1 0
Weighted base: Sample:		541 668		32 15		22 18		4 8		29 23		20 10		2		1 1		4 2		0			1 2

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## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

,, eighteur																			Берген	201 201
	Tota	ıl	Zone 5 (Glouces East)	ster	Zone 5D (Gloucesto North)		one 6 st North	Zone n) (Tewkesh		Zone (Evesha		Zone 10 (Cirenceste	er) (	one 11 Forest entral)	(I	Zone 12 Forest So	Zone 1 uth)(Cam/Dur			
Bingo																				
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		
No Don't know	98.7% 0.2%	534 1	100.0% 0.0%	32	100.0% 0.0%	22 100.0 0 0.0		4 100.0% 0 0.0%	29 0	100.0% 0.0%	20 100.0% 0 0.0%	2 100.0% 0 0.0%	1 100.	.0% .0%	4	0.0% 0.0%	0 100.0% 0 0.0%	1 0		
Weighted base:	0.270	541	0.070	32	0.070	22		4	29	0.070	20	2	1	.0 /0	4	0.070	0	1		
Sample:		668		15		18		8	23		10	1	1		2		0	2		
Ten Pin Bowling																				
Yes	23.2%	125			10.9%	2 12.7		0 30.2%		18.1%	4 0.0%	0.0%	0 0.		0	0.0%	0 0.0%	0		
No Doubt lances	76.7% 0.2%	415	66.8% 0.0%		89.1%	19 87.4 0 0.0		3 69.8%	20	81.9%	16 100.0% 0 0.0%	2 100.0%	1 100.		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		
Weighted base: Sample:		541 668		32 15		22 18		4 8	29 23		20 10	2	1 1		4		0	1 2		
Sports facilities or	a health	club	or gym																	
Yes	24.7%	134		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		
No Don't know	75.1% 0.2%	407	100.0% 0.0%	32	96.5% 0.0%	21 87.4 0 0.0		3 87.0% 0 0.0%	25 0	91.0% 0.0%	18 100.0% 0 0.0%	2 100.0% 0 0.0%	1 100.	.0% .0%	4	0.0% 0.0%	0 100.0% 0 0.0%	1 0		
	0.270	T 41	0.0%		0.0%					0.0%			0 0.	.070		0.0%		0		
Weighted base: Sample:		541 668		32 15		22 18		4 8	29 23		20 10	2	1		4		0	2		
Museum or art gal	lery																			
Yes	34.1%	185	38.2%	12	27.0%	6 39.3	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			73.0%	16 60.7		2 78.6%		82.1%	16 100.0%	2 100.0%	1 100.		4	0.0%	0 100.0%	1		
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%	0		
Weighted base: Sample:		541 668		32 15		22 18		4 8	29 23		20 10	2 1	1		4		0	1 2		
Any of the festival	venues																			
Yes	43.0%	233			34.6%	7 46.1		2 22.2%		18.1%	4 0.0%	0.0%	0 0.		0	0.0%	0 50.0%	1		
No	56.8%	308			65.4%	14 53.9		2 77.8%		81.9%	16 100.0%	2 100.0%	1 100.		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: Sample:		541 668		32 15		22 18		4 8	29 23		20 10	2	1 1		4		0	1 2		

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

September 2015

	Tota	ıl	Zone 5	-	Zone :		Zone Forest N		Zone Tewkest		Zone (Evesh		Zone (Stro		Zone (Cirence		Zone (Fore		Zone Forest S		Zone (Cam/D	
			East		Nortl	,	Torestr	(OI tII) (	1 C W RCS	oury)	(L) Con	uiii)	(5000	<i>(</i>	(Cir circ	cstc1)	Centr	,	TOTEST	Journ)	(Cam D.	ui sicy
Q08X Have you used faci Those that said 'Chelte			enham fo	or any	y other r	easor	n in the	last 1	2 month	s, if s	o what	was it	? [MR]									
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%	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%	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%	0
Yes - Event at the Town Hall		4	0.0,0	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
Yes - Library	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
Yes - Parks	3.9%	21	5.0%	2		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
es - 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%	0
Other	2.1%	11	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.070	0	0.0%		50.0%	1
Го	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%	1
Veighted base:		541		32		22		4		29		20		2		1		4		0		1
ample:		668		15		18		8		23		10		1		1		2		0		2
Mean score: [Numb	er of vis	its pe	r week]																			
Q03BHow often do you v Those that said 'Glouc			er City C	entre	?																	
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%		18.6%		15.0%		19.0%		11.2%	1	0.0%	Ö	0.0%	0	0.0%	-	10.0%	3	0.0%	0	0.0%	0
Once a week	24.2%		27.7%		21.9%		27.3%		74.4%	5	0.0%	0	10.2%	2	0.0%		29.9%	9		1	35.3%	3
Once every two weeks	19.8%		14.7%		26.6%		24.0%	5	14.4%	1	0.0%	0	8.4%	2	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
lever	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
1ean:		1.46		1.61		1.34		0.94		1.04		0.00		0.92		0.00		1.18		0.42		0.59
Weighted base:		489		155		84		23		7		0		21		0		30		7		8
weighted base.		707		133		04		23		,		U		41		U		30		/		o

## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

September 2015

, respired																							Septem
	Tota	ıl	Zone (Glouce East	ester	Zone S (Glouce North	ester (	Zone Forest N		Zone		Zone (Evesh		Zone (Stro		Zone (Cirence		Zone (Fore Centr	est (	Zone (Forest S		Zone (Cam/Di		
Mean score: [V	ery Good = 2	2, Goo	d = 2, F	oor =	-1, Very	/ poor	= -2]																
204BOverall, how do Those that visit G					s of Glou	uceste	er City (	Centre	? [PR]														
Range and cho	ice of non-fo	od sh	ops																				
ery Good	6.0%	29	8.9%	14		2		0		0	0.0%	0	0.0%	0	0.0%		3.5%	1	56.8%	3		0	
ood	58.5%		54.5%		50.1%	42		16	88.8%	6	0.0%	0		15	0.0%		62.6%		30.5%	2	85.9%	7	
oor	29.2%	139			40.4%		22.4%	5		0	0.0%	0		4			32.4%		12.7%		14.1%	1	
ery poor	3.2%	15		11		1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0	
on'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	
lean:		0.36		0.30		0.14		0.46		1.00		0.00		0.60		0.00		0.38		1.31		0.72	
/eighted base:		474		153		83		22		7		0		19		0		30		6		8	
ample:		396		73		74		42		6		0		5		0		29		5		10	
Choice and qua	ality of supe	rmark	ets																				
•				4.0		_	0.007		44.00		0.00/		0.004		0.004		0.20/		<b>7</b> < 00/	2	0.004		
ery Good	10.8%			19		6			11.2%	1	0.0%	0	0.0%	0			8.2%	2		3		0	
lood	53.6% 28.2%	254	42.5% 34.6%		63.8% 20.4%		69.5% 10.7%		36.8% 52.1%	3	0.0%	0		4			69.8% 15.7%	21 5			66.2% 14.1%	6	
oor	28.2%	134					5.4%	1	0.0%	4	0.0%	0	0.0%	15 0	0.0%			0			0.0%	0	
'ery poor Oon't Know	4.7%	22	7.3%	5 11	3.2%	4	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2			19.7%	2	
	4.7%		7.5%		3.7%		4.5%	•	0.0%	0.07	0.0%		0.0%		0.0%		0.5%		0.0%	1.57	19.7%		
lean:		0.44		0.29		0.49		0.71				0.00		-0.60		0.00		0.75				0.65	
Veighted base:		474		153		83		22		7		0		19		0		30		6		8	
ample:		396		73		74		42		6		0		5		0		29		5		10	
Choice and qua	ality of servi	ce fac	ilities (e	eg. Ba	nks, bui	ilding	societi	es, an	d travel	agent	ts)												
ery 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	
ood	68.3%	324			79.4%	66		15	43.0%	3	0.0%	0	9.1%	2	0.0%	0	67.2%	20	59.6%		94.5%	8	
oor	4.3%	20	4.2%	6	5.4%	4	3.5%	1	0.0%	0	0.0%	0	11.1%	2	0.0%		1.5%	0	0.0%	0	5.5%	0	
ery 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	
on'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	
lean:		1.13		1.22		0.94		1.19		1.57		0.00		1.46		0.00		1.20		1.40		0.89	
eighted base:		474		153		83		22		7		0		19		0		30		6		8	
				100						,													

#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted: September 2015 Total Zone 5C Zone 5D Zone 10 Zone 12 Zone 13 Zone 6 Zone 7 Zone 8 Zone 9 Zone 11 (Forest (Gloucester (Gloucester (Forest North) (Tewkesbury) (Evesham) (Stroud) (Cirencester) (Forest South) (Cam/Dursley East) Central) Range and choice of leisure / entertainment facilities Very Good 4.8% 23 5.3% 0.0% 3.1% 25.6% 0.0% 0 18.2% 3 0.0% 0 5.4% 2 46.9% 3 0.0% 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 Good 28 21.9% 0 Poor 34.7% 165 42.5% 65 33.8% 5 0.0% 0.0% 0 11.1% 2 0.0% 0 36.1% 11 12.7% 1 12.6% 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 11.0% 52 12.2% 19 12.6% 10 12.1% 3 11.2% 0.0% 0 0.0% 0 0.0% 0 12.2% 9.9% 1 33.8% 3 Don't Know 4 0.14 0.06 0.01 0.48 1.29 0.00 0.96 0.00 1.24 0.62 0.24 Mean: 474 153 83 22 7 0 19 0 30 8 Weighted base: 6 74 42 396 73 6 0 5 0 29 5 10 Sample: Accessibility by public transport 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% 0.0% 0 7.1% 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 Good 54 7 2 Poor 11.4% 4.6% 19.2% 16 21.0% 5 11.2% 0.0% 0 0.0% 0 0.0% 0 19.6% 6 43.2% 2 18.1% 3.0% 14 1.1% 2 4.9% 7.6% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 12.0% 0.0% 0 0.0% 0 Very poor 4 4 11.3% 54 3.9% 16.0% 13 4 17.5% 0 2 0.0% 6.3% 0.0% 3 Don't Know 6 19.1% 1 0.0% 9.1% 0 2 0 31.4% Mean: 0.85 1.17 0.51 0.26 1.15 0.00 1.00 0.00 0.24 0.14 0.58 22 7 30 474 83 0 19 8 Weighted base: 153 6 396 73 74 42 6 0 5 0 29 5 10 Sample: Accessibility by car 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% Very Good 17.1% 3 15.7% 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 9.0% 42 10.8% 16 16.1% 13 4.9% 0.0% 0 0.0% 0 9.1% 2 0.0% 0 7.8% 2 0.0% 0.0% 0 Poor 1 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 37 7 14.3% 12 0 0 Don't Know 7.8% 4.7% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.96 0.98 0.58 1.35 0.82 1.57 Mean: 1.02 0.00 0.00 1.06 1.16 474 153 83 22 7 19 30 8 Weighted base: 0 6 42 Sample: 396 73 74 6 0 5 0 29 10 Adequacy of parking arrangements 20 0 0.0% 0 3.9% Very Good 9.6% 46 13.3% 6.4% 5 6.0% 0.0% 0.0% 0.0% 30.5% 2 15.7% 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 Good 0.0% Poor 20.4% 97 26.2% 40 30.0% 25 18.1% 0.0% 0 0.0% 0 20.2% 0.0% 0 12.1% 4 0 21.2% 2 4 4 3.8% 18 4.8% 0.9% 0.0% 0.0% 0 0 0 0.0% 0 3.1% 0 Very poor 7 1 0.0% 0.0% 1 16.3% 1 0.0% 9.7% 6.3% 16.8% 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 10 14 0 0 0 0.53 0.43 0.32 0.70 1.00 0.00 0.60 0.00 0.71 0.82 0.73 Mean: 30 Weighted base: 474 153 83 22 19 42 396 73 74 6 0 5 0 29 5 10 Sample:

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Weighteu.																							
	Tota	al	Zone (Glouc Eas	ester	Zone (Glouc Nort	ester (	Zone (Forest N		Zone (Tewkes		Zone (Evesh		Zon (Stro		Zone (Cirenc		Zone (Fore Centr	est	Zone (Forest S		Zone (Cam/D		
Quality of the envi	ironment																						
Very Good Good Poor Very poor Don't Know	4.1% 58.7% 29.8% 3.2% 4.1%	20 278 141 15	62.1% 28.2%	6 95 43 8 1	51.2% 37.9% 1.8%	3 42 31 2 4	69.6% 22.8% 7.6%		48.0% 17.5% 0.0%	0 3 1 0 3	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	79.8% 20.2% 0.0%		0.0% 0.0% 0.0%	0 0 0	10.2% 44.9% 44.9% 0.0% 0.0%	13		3 2 1 0 0	71.7% 5.5% 5.5%	1 6 0 0	
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: Sample:		474 396		153 73		83 74		22 42		7 6		0		19 5		0		30 29		6 5		8 10	
Ease of pedestrian	n movem	ent ar	ound th	e cen	tre																		
Very Good Good Poor Very poor Don't Know	22.4% 70.7% 4.4% 0.4% 2.1%	106 335 21 2 10	5.1% 0.0%	35 109 8 0 1	86.9% 3.5% 0.9%	72		3 17 2 0 0	0.0%	4 3 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%		0.0%	0	0.0% 0.0% 0.0%			20				2 7 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: Sample:		474 396		153 73		83 74		22 42		7 6		0		19 5		0		30 29		6 5		8 10	
The level of perso	nal secui	rity an	d safety	/																			
Very Good Good Poor Very poor Don't Know Mean: Weighted base: Sample:	9.1% 73.2% 13.1% 1.6% 3.1%	43 347 62 8 15 0.77 474 396	70.9% 16.2% 0.8% 1.7%	16 108 25 1 3 0.75 153 73	80.5% 10.8% 0.0% 5.6%	2 67 9 0 5 0.80 83 74	76.4% 16.2% 1.8% 2.1%		56.9% 43.0% 0.0% 0.0% 0.0%	4 3 0 0 0 1.57 7 6	0.0% 0.0% 0.0% 0.0% 0.0%		67.0% 33.0%		0.0% 0.0% 0.0%		7.8% 73.6% 15.1% 2.0% 1.5%	2 22 4 1 0 0.71 30 29	87.3% 0.0% 0.0% 12.7%			0 8 0 0 0 1.06 8	
The quality of eve	ning ente			, 5		, ,						Ü				Ü						10	
Very Good Good Poor	5.2% 30.6% 24.6%		33.1% 34.0%	52	18.7% 13.7%	11	0.0% 33.5% 14.8%	0 7 3	28.7% 0.0%	0 2 0	0.0% 0.0% 0.0%	0	40.1% 48.8%	8 9	0.0% 0.0%	0 0	19.2% 26.3% 12.5%	8 4	30.5% 30.5% 12.7%	1	37.9% 0.0%	0 3 0	
Very poor Don't Know	6.5% 33.1%	31 157	3.4% 23.0%		11.8% 54.5%	10 45	4.2% 47.5%	1 11	0.0% 71.3%	0 5	0.0% 0.0%	0	0.0% 11.1%	0 2			10.5% 31.6%	3 9	0.0% 26.2%	0 1	5.5% 56.6%	0 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: Sample:		474 396		153 73		83 74		22 42		7 6		0		19 5		0		30 29		6 5		8 10	

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## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

	Tota	ıl	Zone : (Glouce East	ster	Zone 5 (Glouce North	ster (	Zone Forest N		Zone 7 Tewkesbu	ıry)	Zone 8 (Eveshan		Zone (Stroug		Zone (Cirence		(Fo	ne 11 orest ntral)	(1	Zone 12 Forest So		Zone (Cam/Du	
Q05BWhat would encou Those that said 'Gloud			it Gloud	cester	City Ce	ntre i	more of	en? [	MR]														
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	$0.0^{\circ}$	%	0	23.4%	2	0.0%	0
Better market facilities	0.4%	2	0.0%	0		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	$0.0^{\circ}$	%	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	$0.0^{\circ}$	%	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	$0.0^{\circ}$	%	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	28.89	%	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	$0.0^{\circ}$	%	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	3.89	%	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	$0.0^{\circ}$	%	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	$0.0^{\circ}$	%	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	$0.0^{\circ}$	%	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	$0.0^{\circ}$	%	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	$0.0^{\circ}$	%	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	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	11.89		4	12.5%	1	0.0%	0
Weighted base:		489		155		84		23		7		0		21		0			30	/ *	7	,	8
				75		75		44								0			30		6		10

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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Total Zone 5C Zone 5D Zone 10 Zone 12 Zone 13 Zone 6 Zone 7 Zone 8 Zone 9 Zone 11 (Gloucester (Forest North) (Tewkesbury) (Stroud) (Forest (Forest South) (Cam/Dursley (Gloucester (Evesham) (Cirencester) East) North) Central) Q06BWhat do vou dislike about Gloucester City Centre? [MR] Those that said 'Gloucester' at O01 38.3% 187 38.2% 59 26.3% 22 47.0% 11 14.4% 0.0% 0 73.1% 15 0.0% 0 40.6% 12 31.0% 2 66.2% 6 Nothing 0.0% 0.0% 0.0% 0 0.0% 0 0 0.0% 0.0% 0.0% 0 Difficult to cross roads 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 / 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 weather protection Lack of safety / personal 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 security / anti-social behaviour / graffiti Not enough choice of shops / 11.9% 58 12.9% 20 20.4% 17 4.0% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 1.5% 0 23.4% 2 5.5% 0 clothes shops Poor accessibility / difficult 0.8% 4 0.0% 0 0.9% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 10.3% 3 0.0% 0 0.0% 0 to get to 0 0.2% 0 0.9% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Poor bus services 1 0.0% 1.3% 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 0.6% 3 1 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.3% 0.0% 0.0% 0 Poor facilities (e.g. seating, 0.8% 0 1 0 toilets) Poor quality shops / charity 10.5% 52 18.0% 28 8.8% 7 5.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.4% 2 0.0% 0.0% 0 1 shops 0.0% 0 0.0% 0 0.0% 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 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 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 3.7% 0 0 10.3% 0 Too few pubs / quality 1.4% 7 0.0% 0 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 3 0.0% 0 0.0% restaurants / eating places 3 0.0% Traffic congestion 2.1% 10 1.9% 0.9% 0.0% 0 0.0% 0.0% 0 8.4% 2 0.0% 0 11.8% 4 0 7.1% 23.0% 113 23.8% 37 31.5% 26 22.1% 5 52.1% 0.0% 0 10.2% 2 0.0% 0 33.7% 10 33.1% 2 5.5% 0 Unattractive environment / 4 streets dirty / litter Other 7.1% 35 5.6% 9 5.0% 7.9% 2 11.2% 0.0% 0 26.9% 6 0.0% 0 3.4% 1 0.0% 0 8.6% 4 Bus station needs improving 1.3% 7 1.3% 2 2.3% 2 2.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.3% 0.0% 0 0.0% 0 1.3% 0.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.4% 0.0% 0 0.0% 0 Kings Square needs 6 1 improving 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 1.5% 23.4% 0.0% 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 5 3 0.9% 0.0% 0 0 0.0% 0.0% No atmosphere 0.9% 1.9% 1 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0 0.0% 0 7 0.8% 0 Too many charity workers 1.4% 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 Too many empty shops 6.7% 33 6.2% 10 2.7% 2 2.7% 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% 0.0% 0 0.2% 0 0.0% 0 1.7% 0 0.0% 0 0.0% 0 0 (None mentioned) 1 0.0% 0 11.2% 1 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 Weighted base: 489 155 84 23 7 0 21 30 8 412 75 75 44 6 0 0 30 10 Sample: 6 6

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## Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

weighteu.											101		DD										September 20
	Tota	1	Zone 5 (Glouces East)	ster	Zone 51 (Glouces North)	ter (	Zone Forest N		Zone 7 Tewkesbu		Zone 8 (Evesham	1)	Zone 9 (Stroud		Zone 10 (Cirencester	r)	Zone 11 (Forest Central)	(1	Zone 12 Forest Sout	th)((	Zone Cam/D		ey
Q07BIs Gloucester you Those that said 'Glou			estinatio	n for	leisure a	nd e	ntertain	ment	facilities <sup>4</sup>	?													
Yes No (Don't know) Weighted base: Sample:	50.8% 47.7% 1.5%	248 233 7 489 412		74	41.7% 57.1% 1.2%		54.8% 45.2% 0.0%		48.0% 52.1% 0.0%	3 4 0 7 6	0.0% 0.0% 0.0%	0 0 0 0	91.6%	2 19 0 21 6	0.0% 0.0%		52.6% 0.0%		43.5% 56.5% 0.0%	4	29.8% 70.2% 0.0%	)	3 6 0 8 10
Q08BHave you used fac Those that said 'Glov		Gloud	ester for		following		ne last 1	2 moi	nths? [PF	<b>?</b> ]													
Pubs / Night Club Yes No Don't know	54.9% 44.9% 0.2%	268 219 1			56.1% 43.9% 0.0%	47 37 0	55.7%		51.1% 48.9% 0.0%	4 4 0	0.0% 0.0% 0.0%		83.3% 16.7% 0.0%	17 3 0	0.0%				69.0% 31.0% 0.0%		28.3% 71.7% 0.0%	)	2 6 0
Weighted base: Sample:	0.270	489 412	0.076	155 75	0.070	84 75	0.076	23 44	0.070	7 6	0.070	0	0.070	21 6	0.070	0 0		30 30	0.070	7 6	0.070		8 10
Restaurants Yes No Don't know	71.9% 28.1% 0.0%	351 137 0		118 37 0		56 28 0			48.0% 52.1% 0.0%	3 4 0	0.0%		69.8% 30.2% 0.0%	14 6 0	0.0%		74.1% 25.9% 0.0%	22 8 0	92.4% 7.6% 0.0%	1	25.2% 74.8% 0.0%	)	2 6 0
Weighted base: Sample:		489 412		155 75		84 75		23 44		7 6		0		21 6		0		30 30		7 6			8 10
Yes No Don't know	52.7% 47.3% 0.0%	257 231 0	46.2%	72 0	55.4% 44.6% 0.0%	37 0		7 0	25.6% 74.4% 0.0%	2 5 0	0.0%	0	28.4% 71.6% 0.0%	6 15 0	0.0%	0	64.2% 0.0%	19 0	69.0% 31.0% 0.0%	2	33.8% 66.2% 0.0%	)	3 6 0
Weighted base: Sample: <b>Theatre</b>		489 412		155 75		84 75		23 44		7 6		0		21 6		0		30 30		7 6			8 10
Yes No Don't know Weighted base: Sample:	7.8% 92.2% 0.0%	38 451 0 489 412	91.3%	14 142 0 155 75	96.3%	3 81 0 84 75	16.9% 83.1% 0.0%		31.9% 68.1% 0.0%	2 5 0 7 6	0.0%	0 0 0 0	100.0%	0 21 0 21 6	0.0% 0.0%		0.0%	0 30 1 0 30 30 30	0.0% 00.0% 0.0%		5.5% 94.5% 0.0%	)	0 8 0 8 10

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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Total Zone 5C Zone 5D Zone 7 Zone 8 Zone 10 Zone 11 Zone 12 Zone 13 Zone 6 Zone 9 (Gloucester (Forest North) (Tewkesbury) (Stroud) (Forest (Forest South) (Cam/Dursley (Gloucester (Evesham) (Cirencester) East) North) Central) Bingo Yes 4.0% 19 5.6% 2.1% 9.1% 2 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 82 No 96.0% 469 94.4% 147 97.9% 90.9% 21 100.0% 0.0% 0 100.0% 21 0.0% 0 100.0% 30 100.0% 7 100.0% 8 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% 0 489 155 23 0 21 30 84 0 8 Weighted base: 75 75 44 30 Sample: 412 0 10 6 6 0 Ten Pin Bowling Yes 21.7% 106 17.0% 26 14.8% 12 34.3% 8 31.9% 2 0.0% 0 18.5% 0.0% 0 19.3% 6 46.8% 3 14.2% 4 70 5 7 78.1% 381 83.0% 129 84.0% 65.7% 15 68.1% 0.0% 0 81.5% 17 0.0% 0 80.7% 24 53.2% 4 85.8% No Don't know 0.2% 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% 0 84 23 30 8 489 155 0 21 0 Weighted base: 412 75 75 44 6 0 0 30 10 Sample: 6 Sports facilities or a health club or gym Yes 24.2% 31 18.7% 16 27.2% 0.0% 0.0% 0 0.0% 0 0.0% 0 27.2% 8 23.4% 118 19.8% 6 2 7.1% 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% 8 No 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 Weighted base: 489 155 84 23 0 21 0 30 8 412 75 75 44 6 0 0 30 10 Sample: 6 Museum or art gallery Yes 138 27.9% 43 26.9% 23 35.0% 8 36.8% 0.0% 0 18.5% 0.0% 0 23.6% 7 12.5% 1 25.2% 2 72.1% 60 23 87.5% 71.6% 350 112 71.9% 65.0% 15 63.2% 5 0.0% 0 81.5% 17 0.0% 0 76.4% 7 74.8% No 6 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% 0 489 84 30 Weighted base: 155 23 21 0 8 Sample: 412 75 75 44 6 0 6 0 30 10 Any of the festival venues Yes 168 36.4% 57 18.6% 16 36.7% 8 51.1% 0.0% 0 28.4% 0.0% 0 36.4% 11 59.3% 34.4% 4 6 4 12.6% 63.3% 0 71.6% No 65.6% 321 63.6% 99 81.4% 68 14 48.9% 4 0.0% 15 0.0% 0 63.6% 19 40.7% 3 87.4% 7 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% Weighted base: 489 155 84 23 7 0 21 0 30 8 412 75 75 44 6 0 30 10 Sample: 6 0

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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted: for DPDS

	Tota	l	Zone : (Glouce East	ester	Zone (Glouce Nort	ester (	Zone Forest N		Zone Tewkest		Zone (Evesh		Zone (Strou		Zone (Cirence		Zone 1 (Fores	st (	Zone Forest S		Zone (Cam/D	
Q08Y Have you used fac Those that said 'Glou			ester fo	r any	other re	eason	in the la	ast 12	months	s, if so	what v	was it?	[MR]									
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%	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	0.0%	0	23.4%	2	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%	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%	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%	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	0.0%	0	9.7%	1	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%	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%	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 1	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: [Num	ber of vis	its pe	r week]																			
Q03CHow often do you Those that said 'Tewk			ryTown	Cent	re?																	
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%	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%	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%	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%	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%	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%	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:		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

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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted: for DPDS September 2015

	Tota	al	Zone (Glouce East	ester	Zone (Glouc Nort	ester	Zone (Forest N		Zone (Tewkes		Zone (Evesh		Zone (Strou		Zone (Cirence		Zone 1 (Fores Centra	st (	Zone Forest S		Zone Cam/D	
Mean score: [Very	Good = 2	2, Goo	d = 2, F	oor =	-1, Ver	y poo	r = -2]															
04COverall, how do yo Those that visit Tewke					s of Tev	vkesb	ury Tow	n Cen	itre? [P	R]												
Range and choice	of non-fe	ood sh	ops																			
ery 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	0.0%	0
d	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	0.0%	0
or	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	0.0%	0
y poor	12.6%	9	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	0.0%	0
n'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	0.0%	0
an:		-0.33		0.00		1.00		-0.70		-0.37		0.00		0.00		0.00		0.00		0.00		0.00
eighted base:		75		0		2		1		71		0		0		0		0		0		0
nple:		63		0		2		3		55		0		0		0		0		0		0
Choice and quality	of supe	rmark	ets																			
ery 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	0.0%	0
od	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	0.0%	0
	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	0.0%	0
y poor	4.7%	3		0		0		0		3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
'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	0.0%	0
ı:		-0.12		0.00		0.50		1.30		-0.15		0.00		0.00		0.00		0.00		0.00		0.00
eighted base:		75		0		2		1		71		0		0		0		0		0		0
ple:		63		0		2		3		55		0		0		0		0		0		0
Choice and quality	of servi	ce fac	ilities (e	eg. Ba	nks, bu	iilding	societi	es, an	d travel	l agent	ts)											
ery 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	0.0%	0
ood	59.2%	44	0.0%		50.0%	1	60.8%		59.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
or	11.3%	8		0	0.0%	0			11.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ry 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	0.0%	0
n'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	0.0%	0
an:		0.82		0.00		1.00		-0.17		0.82		0.00		0.00		0.00		0.00		0.00		0.00
eighted base:		75		0		2		1		71		0		0		0		0		0		0
ample:		63		0		2		3		55		0		0		0		0		0		0

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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Total Zone 5C Zone 5D Zone 10 Zone 12 Zone 13 Zone 6 Zone 7 Zone 8 Zone 9 Zone 11 (Forest (Gloucester (Gloucester (Forest North) (Tewkesbury) (Evesham) (Stroud) (Cirencester) (Forest South) (Cam/Dursley East) Central) Range and choice of leisure / entertainment facilities Very Good 1.4% 0.0% 0.0% 0.0% 0 1.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 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% Good 0.0% 0 22 22 Poor 29.5% 0.0% 0 0.0% 0 39.2% 0 30.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 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 Very poor 7 0.0% 0 100.0% 2 30.5% 0 6.5% 5 0.0% 0 0 0.0% 0 0.0% 0 Don't Know 9.1% 0.0% 0 0.0% 0 0.0% -0.19 0.00 -0.13 -0.20 0.00 0.00 0.00 0.00 0.00 0.00 0.00 Mean: 75 0 2 71 0 0 0 0 0 0 Weighted base: 2 63 0 3 55 0 0 0 0 0 Sample: Accessibility by public transport 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 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 Good 8.2% Poor 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 2.6% 2 0.0% 0 0.0% 0 69.5% 0.0% 0 0.0% 0 0.0% 0 0.0% Very poor 1 1.8% 1 0.0% 0 0 0.0% 0 13.5% 10 0.0% 0 100.0% 2 30.5% 10.5% 7 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Don't Know 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 0.000.00 75 71 0 Weighted base: 0 0 0 63 0 2 3 55 0 0 0 0 0 0 Sample: Accessibility by car 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 Very Good 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 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 Poor 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 10 Don't Know 12.9% 10 0.0% 0 0.0% 0 0.0% 0 13.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.09 0.97 0.00 Mean: 0.97 0.00 1.50 0.00 0.00 0.00 0.00 0.00 75 0 71 0 Weighted base: 2 0 0 0 0 Sample: 63 0 2 3 55 0 0 0 0 0 Adequacy of parking arrangements 0 0.0% 0.0% 0 0 0.0% Very Good 5.6% 4 0.0% 0 5.2% 0.0% 0.0% 0 0.0% 0.0% 0.0% 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 Good 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% Poor 0 0 0.0% 0 10 0.0% 0 30.5% 10 0 0 0.0% 0.0% Very poor 13.4% 0.0% 0 0 13.7% 0.0% 0.0% 0 0.0% 0.0% 0 8.6% 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 Don't Know 0 0 6 0 0 6 -0.02 0.00 1.00 -0.70 -0.06 0.00 0.00 0.00 0.00 0.00 0.00 Mean: 75 71 0 Weighted base: 0 2 3 55 63 0 0 0 0 0 0 0 Sample:

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# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

											_		-										
	Tot	al	Zone : (Glouce East	ster	Zone 5 (Glouce North	ster (I	Zone Forest N		Zone Tewkes		Zone (Evesh		Zone (Strou		Zone (Cirence		Zone (Fore Centr	st (	Zone Forest S		Zone Cam/Dı		
Quality of the e	environmen	:																					
Very Good	27.9%	21	0.0%	0	50.0%	1	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%			0	50.0%	1 1	100.0%		60.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
oor	10.9%	8	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	
ery poor	1.1%	1	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	
Oon'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	
lean:		1.03		0.00		1.50		1.00		1.04		0.00		0.00		0.00		0.00		0.00		0.00	
Veighted base:		75		0		2		1		71		0		0		0		0		0		0	
ample:		63		0		2		3		55		0		0		0		0		0		0	
Ease of pedest	rian moven	ent ar	ound th	e cen	tre																		
ery 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	
lood	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	
oor	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	
ery 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	
on'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	
lean:		0.96		0.00		1.00		2.00		0.96		0.00		0.00		0.00		0.00		0.00		0.00	
Veighted base:		75		0		2		1		71		0		0		0		0		0		0	
ample:		63		0		2		3		55		0		0		0		0		0		0	
The level of per	rsonal secu	rity an	d safety	,																			
ery 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	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	
oor	3.6%	3		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	
ery poor	1.1%	1		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	
on'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	
lean:		1.14		0.00		1.00		1.56		1.14		0.00		0.00		0.00		0.00		0.00		0.00	
Veighted base:		75		0		2		1		71		0		0		0		0		0		0	
ample:		63		0		2		3		55		0		0		0		0		0		0	
The quality of e	evening ent	ertainn	nent																				
ery Good	1.4%		0.0%	0		0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good	33.3%	25		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	
oor	24.5%	18		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	
ery poor	3.2%	2		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	
	37.6%	28	0.0%	0	100.0%	2 1	100.0%	1	35.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
														0.00		0.00		0.00		0.00		0.00	
on't Know		0.08		0.00		0.00		0.00		0.08		0.00		0.00		0.00		0.00		0.00		0.00	
Oon't Know  Mean: Veighted base:		0.08 75		0.00		0.00		0.00		0.08 71		0.00		0.00		0.00		0.00		0.00		0.00	

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Total Zone 5C Zone 5 (Gloucester (Glouce East) North		Zone 7 th) (Tewkesbury	Zone 8 ) (Evesham)	Zone 9 (Stroud)	Zone 10 (Cirencester)	Zone 11 (Forest Central)	Zone 12 (Forest South	Zone 13 h)(Cam/Dursle	
Q05CWhat would encourage you to visit Tewkesbury Town Those that said 'Tewkesbury' at Q01	entre more of	ten? [MR]							
Nothing 19.4% 15 0.0% 0 100.0%	2 69.5%	1 16.3% 1	2 0.0% 0	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%	0
Better or more cafes / 7.4% 6 0.0% 0 0.0% restaurants	0 0.0%	0 7.8%	6 0.0% 0	0.0%	0 0.0% 0	0.0%	0 0.0%	0 0.0%	0
etter 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 0.0%	0
Better or more niche / 40.2% 30 0.0% 0 0.0% specialist shops	0 0.0%	0 41.6% 3	0 0.0% 0	0.0%	0 0.0% 0	0.0%	0 0.0%	0 0.0%	0
etter or more nightclub / 0.0% 0 0.0% 0 0.0% 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
etter 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%	0
oader range of shops 54.8% 42 0.0% 0 0.0%	0 0.0%	0 57.6% 4	2 0.0% 0	0.0%	0 0.0% 0	0.0%	0.0%	0 0.0%	0
neaper 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 0.0%	0
ess 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 0.0%	0
More attractive town centre 2.1% 2 0.0% 0 0.0% environment	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
fore leisure facilities 3.3% 3 0.0% 0 0.0% generally	0 0.0%	0 3.5%	3 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 30.5%	0 3.2%	2 0.0% 0	0.0%	0 0.0% 0	0.0%	0.0%	0.0%	0
Iore pedestrianisation 2.5% 2 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%	0
ther 9.3% 7 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%	0
Oon'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 0.0%	0
Veighted base: 76 0	2	1 7	2 0		0 0	1	0	0	0
ample: 64 0	2	3 5	6 0		0 0		0	0	0

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Final Torcess roads 1.7%   1 0.0%   0 0.0%   0 0.0%   0 1.8%   1 0.0%   0 0		Total		Zone 5C (Gloucesto East)		Zone 5D (Gloucesto North)		Zone 6 Forest No		Zone '(Tewkesb		Zone 8 (Evesham)	)	Zone 9 (Stroud)	(	Zone 10 (Cirencest		Zone 1 (Fores Centra	t (	Zone 1 (Forest So		Zone Cam/D	
inclust corposes roads	•			sbury Tov	vn (	Centre? [N	IR]																
k / cost of parking 20.1% 15 0.0% 0 0	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	0.0%	0
k of covered areas / each growth of the control of	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	0.0%	0
reather protection k of safety / personal 0.0% 0 0.	ack / 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	0.0%	0
security fanti-social elevisioner / graffiti enough choice of shops / 29.2% 22 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	0.0%	0
Solution Shorps	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	0.0%	0
pet to resume services	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	0.0%	0
r evening offer	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	0.0%	0
r facilities (e.g. seating, olives) or provided of the provided olives of	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	0.0%	0
isolets) r quality shops / charity	oor 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	0.0%	0
r sign posting	coor 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	0.0%	0
ses too high 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	0.0%	0
ses too high 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
busy / crowded 0.0% 0 0	rices 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	0.0%	0
rfar from home 0.0% 0 0	oo 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	0.0%	0
estaurants / eating places  effic congestion 7.2% 5 0.0% 0 0.0% 0 0.0% 5 0.0% 0	oo 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
Fife congestion 7.2% 5 0.0% 0 0.0% 0 0.0% 0 7.6% 5 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	0.0%	0
attractive environment / 4.7%	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	0.0%	0
er 4.9% 4 0.0% 0	Jnattractive 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	0.0%	0
ements need improving 3.0% 2 0.0% 0 0.0% 0 0.0% 0 2.6% 2 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	0.0%	0
d layout is poorly 4.1% 3 0.0% 0 0.0% 0 0.0% 0 4.3% 3 0.0% 0 0.0%	avements need improving		2		-		-		-						-		-		-		-		
many empty shops 6.5% 5 0.0% 0 50.0% 1 0.0% 0 5.2% 4 0.0% 0 0.0%	oad layout is poorly designed								-								-						
ne mentioned) 0.0% 0 0.	Too many empty shops	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	0.0%	0
n't know) 0.0% 0	None mentioned)		0				0		0		0		0				0		0		0		
8	Oon't know)																						
8	leighted base:		76		0		2		1		72		0		0		0		0		0		Λ
	Sample:		64		0		2		3		56		0		0		0		0		0		0

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# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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weighteu.											101	D.												September 20
	Tota	l	Zone 5C (Glouceste East)		Zone 5D (Gloucester North)	· (F	Zone 6 Forest No	rth)	Zone '(Tewkesb		Zone 8 (Eveshar		Zon (Stro		((	Zone 10 Cirenceste	r)	Zone 11 (Forest Central)	(1	Zone 12 Forest Sou		Zone Cam/Du		
Q07Cls Tewkesbury y Those that said 'Tex			destination	n for	leisure an	d e	entertainr	nen	t facilitie	es?														
Yes No (Don't know) Weighted base:	32.9% 66.0% 1.1%	25 50 1 76	0.0%	0 1 0 0	100.0% 0.0%	2 1 0 2	0.0% 00.0% 0.0%	1 0 1	34.1% 64.8% 1.1%	25 47 1 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%	0 0 0	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	
Sample:  Q08CHave you used for Those that said 'Text's and 'Text's area.			esbury for	0 the		2 in tl	he last 1	3 <b>2 m</b>	onths? [l	56 <b>PR]</b>		0		(	0		0		0		0		0	
Pubs / Night Clu	bs																							
Yes No Don't know	62.4% 37.6% 0.0%	47 29 0			100.0%		39.2% 60.8% 0.0%		65.1% 34.9% 0.0%	47 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% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	
Weighted base: Sample:		76 64		0		2 2		1 3		72 56		0			0		0		0		0		0	
Restaurants																								
Yes No Don't know	62.5% 37.5% 0.0%	47 28 0	0.0%		100.0%		69.5% 30.5% 0.0%		63.6% 36.4% 0.0%	46 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% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	
Weighted base: Sample:		76 64		0		2 2		1		72 56		0			0		0		0		0		0	
Cinema																								
Yes No Don't know	27.2% 72.8% 0.0%	21 55 0		0 1	100.0%		39.2% 60.8% 0.0%	1	28.1% 71.9% 0.0%	20 52 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	(	0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	
Weighted base: Sample:		76 64		0		2		1		72 56		0			0		0		0		0		0	
Theatre																								
Yes No Don't know	38.3% 61.7% 0.0%	29 47 0	0.0%	0 1	100.0%		30.5% 69.5% 0.0%		39.4% 60.6% 0.0%	28 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% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	
Weighted base: Sample:		76 64		0		2		1 3		72 56		0		(	0		0		0		0		0	

	Total	1	Zone 50 (Glouces East)	ter	Zone 5D (Gloucester North)	r (Fo	Zone 6 orest Nor	th)(	Zone ' Tewkesb		Zone 8 (Eveshan	1)	Zone 9 (Stroud		Zoı (Cirer	ne 10 ncester	er)	Zone 11 (Forest Central	(	Zone 1 Forest So		Zone Cam/D	
Bingo																							
Yes	1.1%	1	0.0%		0.0%		0.0%		1.1%	1	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0		0
No Den't len een	98.9% 0.0%	75 0		0	100.0% 0.0%		00.0%	1	98.9% 0.0%	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%	0
Don't know	0.0%		0.0%		0.0%		0.0%	1	0.0%		0.0%		0.0%		0.09	<b>%</b> 0		0.0%		0.0%	0	0.0%	
Weighted base: Sample:		76 64		0		2		3		72 56		0		0			0		0		0		0
Ten Pin Bowling																							
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
No	100.0%	76			100.0%		00.0%		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	0.09	%	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
Sports facilities of	or a health (	club	or gym																				
Yes	44.4%	34	0.0%	0	0.0%	0	0.0%	0	46.1%	33	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
No	55.6%	42	0.0%		100.0%		00.0%		53.9%	39	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0	0.0%	0
Oon't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		0		2		1		72		0		0			0		0		0		0
ample:		64		0		2		3		56		0		0			0		0		0		0
Museum or art ga	allery																						
l'es	15.6%	12	0.0%	0	0.0%	0 6	59.5%	1	15.4%	11	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
No	83.4%	63	0.0%		100.0%		30.5%		83.5%	60	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0	0.0%	0
Oon't know	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
Veighted base:		76		0		2		1		72		0		0			0		0		0		0
ample:		64		0		2		3		56		0		0			0		0		0		0
Any of the festive	al venues																						
Yes	34.4%	26	0.0%	0	0.0%	0 3	30.5%	0	34.7%	25	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
No	65.6%	50			100.0%		59.5%		65.3%	47	0.0%	0	0.0%	0			0	0.0%	0		0		0
on't know	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	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

By Zone
Weighted:

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	Total		Zone 50 (Gloucest East)	_	(Glo	ne 5D ucester orth)	· (Fo	Zone 6 orest No		Zone ' Tewkesb		Zone 8 (Eveshar		Zone 9 (Stroud		Zone 1 (Cirences		Zone 1 (Forest	(1	Zone 12 Forest So		Zone Cam/D	
Q08Z Have you used fact Those that said 'Tewke			sbury fo	r any	y othe	er reas	son i	n the la	st 12	2 month	s, if s	o what w	vas it	? [MR]									
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
No	76.7%	58	0.0%	0	100.0	%	2 10	0.0%	1	76.1%	55	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

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	Tota	ıl	Zone 5 (Glouce East)	ster	Zone S (Glouce North	ster (	Zone Forest N		Zone Tewkesh		Zone (Evesha		Zon (Stro		(C	Zone 1 Cirences		Zone (Fore Centra	est (	Zone (Forest S			ne 13 Dursle )	y	
Q09 Now thinking about	non-foc	d sho	naiga	where	e did voi	ı last	buv clo	thina.	footwe	ar or	other fa	shion	goods	s?											
			-  -  3,				<b>,</b>	,					3												
th	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	, 4	4	0.9%	1	0.0%	0	0.0%	0	$0.0^{\circ}$	%	0	
gham	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	$0.0^{\circ}$	%	0	
ps 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	$0.0^{\circ}$	%	0	
ol	2.5%	51	0.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	6.4%	1:	5	0.0%	0	0.0%	0	9.1%	10	8.29	%	6	
ff	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	$0.0^{\circ}$	%	0	
nham TOWN NTRE	28.0%	563	15.8%	32	21.7%	24	13.1%	6	42.3%	53	21.8%	44	9.6%	22	2 1	13.2%	14	6.6%	6	4.0%	4	1.6	%	1	
ostow	0.1%	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	$0.0^{\circ}$	%	0	
ester	2.2%	44	1.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	. :	5 2	27.4%	29	0.5%	0	0.0%	0	$0.6^{\circ}$	%	0	
rd	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	
Causeway	3.3%	66	0.8%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	9.2%	2	1	0.9%	1	1.9%	2	3.7%	4	23.0	% 1	7	
ey	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%			0.0%	0		0		0			1	
ham TOWN CENTRE	2.3%	47	0.0%	0		0	0.0%	0	0.0%	0	21.0%	42	0.0%			0.0%	0		0		0			0	
ester CITY CENTRE	16.5%	331		77	36.5%	41	42.1%	19	3.7%	5		0				0.0%		37.3%	32			25.8		20	
ester Quays (outlet tre), Gloucester	6.5%	130		38		9	7.0%	3	3.7%	5		1	5.0%			0.7%		14.3%	12		1	7.7		6	
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	$0.0^{\circ}$	%	0	
rd 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	$0.0^{\circ}$	%	0	
	0.6%	12		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			0.0%	0	0.8%	1		11	0.0	%	0	
n Link	0.1%	3		0		0	2.8%	1	1.3%	2	0.0%	0	0.0%			0.0%	0	0.0%	0		0	0.0		0	
uth	0.3%	5		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%			0.0%	0	1.6%	1		4	0.0		0	
rth	0.2%	4	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	1.6%			0.0%	0	0.0%	0		0	0.0		0	
rt	0.3%	6		0		0	0.0%	Ö	0.0%	0	0.0%	0	0.0%		-	0.0%	0	0.0%	0		6	0.0		0	
1	0.4%	8		0		1	0.0%	0	0.0%	0	0.0%	0	0.0%			0.0%	0	0.0%	0		0	0.0		0	
e	0.1%	2		0		0	0.0%	0	0.0%	0	1.1%	2	0.0%			0.0%	0	0.0%	0		0	0.0		0	
geley (district centre), ucester	2.6%	52		0		2	2.7%	1	0.0%	0		0	8.0%			0.0%	0		3		0			4	
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	
rd upon Avon	2.3%	46		0		0	0.0%	0	0.0%		18.4%	37	0.0%			0.0%	0	0.0%	0		0			0	
l	3.6%	71	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	28.8%			0.0%	0	0.0%	0		0	5.4		4	
on TOWN CENTRE	1.0%	21	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.7%			15.0%	16	0.0%	0		0	0.0		0	
esbury	0.5%	10		0		1	0.7%	0	6.3%	8	0.0%	0	0.0%			0.0%	0	0.0%	0		0	0.0		0	
combe	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%			0.0%	0	0.0%	0		0	0.0		0	
ester CITY CENTRE	2.0%	40		4		1	1.9%	1	6.8%	9	12.8%	26	0.0%			0.0%	0	0.0%	0		0	0.0	%	0	
et / Mail order	9.2%	184		24		13		5	9.9%	12	5.5%	11	9.1%			5.4%			16		11	8.0		6	
d	0.4%	7	0.0%	0		0	0.0%	0	0.0%	0	0.6%	1	0.7%			0.9%	1	0.0%	0		0	0.8		1	
Bruton Way,	0.1%	2		2		0		0	0.0%	0	0.0%	0	0.0%			0.0%	0		0		0			0	
Hatherley Lane, ltenham	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	
oury	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	$0.0^{\circ}$	%	0	
rood	0.0%	1		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%			0.0%	0	0.0%	0		0			0	
ey	0.0%	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		1	
ton-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	
lgend Designer Outlet,	0.1%	1		0		0	0.0%	0	0.0%	0	0.6%	1	0.0%			0.0%	0	0.0%	0		0	0.0		0	

September 2015

#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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

Weighted:

	Tota		Zone 50 (Glouces East)	ter	Zone 5D (Glouceste North)		Zone ( (Forest No		Zone ewkest		Zone (Evesha		Zone 9 (Stroud	) (	Zone 1 (Cirences		Zone 1 (Fores Centra	it (	Zone : Forest S		Zone Cam/Du	
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		ő	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	0.7%	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	0.0%	0	0.5%	1	0.0%	0
Tenby	0.1%	2	0.0%	0	0.0%	0		ő	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
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
Trago Mills, Arwenack Street, Falmouth	0.0%	1	0.0%	0		0		Ö	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	0.6%	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
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
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	0.6%	ő
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	0.8%	1
Don't do)	1.1%	23	0.0%	0	0.0%	0		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	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

for DPDS Weighted: September 2015

	Total	l	Zone 50 (Glouces East)	ster	Zone 5 (Glouces North)	ter (	Zone ( Forest No		Zone 7 Tewkesb		Zone 8 (Evesha		Zone 9 (Stroug		Zone 1 (Cirences		Zone 1 (Fores Centra	st (	Zone 1 Forest So		Zone 1 Cam/Du )		
Q10 Where did you last	buy bool	ks, Cl	Ds and D	VDs	?																		
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	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	0.070	0	2.1%	1	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	0.0%	0	0.8%	1	
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	
Abbeydale District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeydale)	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	
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	0.6%	1	0.0%	0		0	0.0%	0	0.0%	0	0.6%	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	0.8%	1	0.0%	0	
Bishops Cleeve	0.4%	8	0.0%	0	0.0,0	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bristol	0.7%	14	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	3.3%	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	0.0%	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	0.5%	1	0.0%	0	
Cirencester	2.3%	47	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.7%	2		41	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%	0	5.2%	6	0.0%	0	
Cribbs Causeway	0.6%	12	0.0%	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	
Dursley	0.3%	6	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	
Evesham TOWN CENTRE	2.1%	43	0.0%	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		61		32	11.1%	5	3.3%	4	0.0%	0	6.1%	14	0.0%	0	31.9%	27		13	9.0%	7	
Gloucester Quays (outlet centre), Gloucester	1.0%	20	0.0%	0		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	0.00	0	0.0%	0	1.0%	1	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	0.6%	1	0.0%	0	0.0%	0		0	2.5%	2	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	
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	0.8%	1	3.1%	3	0.0%	0	
Nailsworth	0.1%	2		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	
Newport	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.7%	1	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	

September 2015

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

	Total		Zone 50 (Gloucest East)	-	Zone 5D (Gloucest North)		Zone 6 (Forest No		Zone Z Tewkesb		Zone (Evesha		Zone (Strou			one 10 encester	r)	Zone 11 (Forest Central)	(	Zone Forest S			ne 13 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	0.09	% 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	0.0	Ω%	0	4.4%	4	0.5%	1	0.09	% 0
Stow on the Wold	0.4%	1	0.0%	0		0		0	0.0%	0		0	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Stratford upon Avon	1.0%	20	0.0%	0		0		0	0.0%	0		16	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Stroud	2.4%	49	0.0%	0		0		0	0.0%	0	0.0%	0	20.0%	47			0	0.0%	0	0.0%	0	1.99	
		3	0.0%	0		0	0.0.0	0	0.0%	0	0.0%	0	0.0%	0		6%	3	0.0%	0	0.0%	0	0.09	
Swindon TOWN CENTRE	0.1% 1.6%	33		0		0		0	25.1%	32		0	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Tewkesbury			0.0%									-											
Winchcombe	0.1%	2	0.0%	0		0		0	0.0%	0		0	0.7%	2		0%	0	0.0%	0	0.0%	0	0.09	
Worcester CITY CENTRE	0.4%	8	0.0%	0		0		0	0.8%	1	3.3%	,	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Internet / Mail order	35.7%	717	32.0%	65		38		22	29.9%	38		53	50.4%	118				38.2%	32	35.9%	39	43.99	
Abroad	0.1%	1	0.0%	0		0		0	0.0%	0		0	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Asda, Hatherley Lane,	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	0.09	% 0
Cheltenham	0.00/		0.00/	_	0.00/		0.00/	_	0.004		0.00/		0.00/			001	_	0.00/		0.00/			
Banbury	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Berkeley	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0			0	0.0%	0	0.0%	0	0.69	
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	0.8%	1	0.0%	0	0.09	% 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	0.09	% 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	0.09	% 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	0.09	% 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	0.09	% 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	0.09	% 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	0.09	
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	0.09	% 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	0.09	% 0
Kingsditch Retail Park,	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Cheltenham																	-						
Lindon, Gloucester	0.1%	1	0.0%	0		0		0	0.0%	0		0	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Liverpool	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0			0	0.0%	0	0.0%	0	0.09	
London Stanstead Airport, Stansted	0.1%	1	0.0%	0		1		0	0.0%	0		0	0.0%	0			0	0.0%	0	0.0%	0	0.09	
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	0.09	% 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	0.09	% 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	0.09	
Newent	0.1%	1	0.0%	0		0		1	0.0%	0		0	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Redditch	0.1%	1	0.0%	0		0		0	0.0%	0		1	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Ruardean	0.0%	1	0.0%	0		0		0	0.0%	0		0	0.0%	0			0	0.8%	1	0.0%	0	0.09	
Sainsbury's, Dudbridge,	0.6%	12	0.0%	0		0		0	0.0%	0		0	5.3%	12			0	0.0%	0	0.0%	0	0.09	
Stroud Sainsbury's, Gallagher Retail	0.0%	12	0.0%	0		0		0	1.0%	1	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0	0.09	
Park, Tewkesbury Road,	U.170	1	0.070	U	0.070	U	U.U70	U	1.070	1	U.U70	U	0.070	U	0.0	U 70	U	0.070	U	0.0%	0	0.09	/U U

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	Tota	al	Zone (Glouc Eas	ester	Zone (Glouce Nort	ester (	Zone Forest N		Zone Tewkes		Zone (Evesh		Zone (Stro		Zon (Ciren		(	Zone 11 (Forest Central)	,	Zone 1 Forest S		Zone Cam/Dı	
Cheltenham																							
Sainsbury's, St Ann Way,	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	).7%	1	0.0%	0	0.0%	0
Gloucester Quays, Gloucester																							
St Ives	0.1%	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%	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%	6 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%	6 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%	(	2.0%	5 2	0.	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brockworth,	0.6%	13	6.1%	13	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
Gloucester Business Park, Gloucester																							
Tesco Extra, Gloucester	0.0%	1	0.0%	0	0.9%	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
Business Park, Delta Way, Gloucester																							
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%	6 0	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse	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%	0	0.0%	0
Way, Stow-on-the-Wold	0.170	•	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	,	0.07			,,,,,,		0.070	Ü	0.070	Ü
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%	6 0	0	0.0%	0	0.0%	0	1.4%	1
Tesco Superstore, Orchard	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	(	0.0%	6 0	0	0.0%	0	0.0%	0	0.0%	0
Lane, Ledbury																							
Tesco Superstore, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	(	0.0%	6 0	0.	0.0%	0	0.0%	0	0.0%	0
Road, Evesham		_				_		-				_		,					-		_		
Thornbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(	0.0%	6 0	0	0.0%	0	0.0%	0	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
(Don't do)	14.8%	297		27	14.8%	17	16.9%		15.0%	19	19.0%	38	7.0%	16				3.7%	7	20.3%	22	12.5%	9
(Can't remember)	2.1%	42	2.4%	5		2	2.1%	1	2.3%	3	1.8%	4	2.2%					3.3%	3	2.5%	3	2.6%	2
( ,	2.170				1., /0		,0		2.0,0		1.070	-	2.270	-						2.0 / 3		2.070	_
Weighted base:		2009		204		112		45		126		202		234		105			85		107		76
Sample:		2008		100		101		100		100		101		100	)	100	)	1	100		101		100

September 2015

	Total		Zone 5C (Gloucester East)		Zone 5D (Glouceste North)	Ì		rth) (		ıry)	,		Zone 9 (Stroud	<b>d</b> )	Zone 1 (Cirence	ster)	Zone 1 (Fores Central	t (	Zone 1 Forest So		Zone Cam/Du		
111 Where did you last b	uy small	hou	sehold god	ods	s such as	hon	ne furnis	hing	s, glass	and	china iter	ns, j	ewellery	and	watche	s ?							
HF 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	
2&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	
&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	
Carpetright, 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	
OFS, 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	
Iarveys, 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	
Iome 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	
Iomebase, 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	
Iomebase, 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	
and 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	
ee 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	
CS 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	
CS, 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	
ath	0.2%	5		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	
irmingham	0.5%	10		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	
ishops 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	

	Tota	ıl	Zone 5	5C	Zone 5	D	Zone	6	Zone	7	Zone	8	Zone	9	7.0	one 1	0	Zone 1	1	Zone	12	Zone	13
	1000		(Glouce				Forest N						(Strou		(Cire			(Fores		Forest S			
			East	)	North	1)												Centra	ıl)			)	
Bristol	3.4%	68	1.8%	4	2.1%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	10	6.2	2%	7	0.8%	1	12.1%	13	13.6%	10
Cardiff	0.2%	5		0		0		0	1.0%	1	0.0%	0	0.7%	2			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	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	0.00	0		0	0.0%	0	0.0%	0	3.1%	7			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	3.5%	4	0.0%	0
Cribbs Causeway	2.2%	45		0		4	0.7%	0	0.0%	0	0.0%	0	6.5%	15			0	1.4%	1	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		3
Evesham TOWN CENTRE	1.3%	26		0		0		0	0.0%	0	12.3%	25	0.0%	0			0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	11.7%	236		41	26.8%	30	19.8%	9	4.2%	5	3.9%	8	6.0%	14			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	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	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	1.1%	0	0.0%	0	4.4%	9	0.0%	0		)%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	10.5%	211		25		11	14.4%	6	13.4%		11.3%	23	10.8%	25			2	15.1%	13	8.8%		14.9%	11
Abroad	0.1%	1		0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0	0.0%	0	0.0%	0	0.0%	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	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
Park, Evesham																							
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,	0.1%	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																							
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
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	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

Page 36 September 2015

	Total		Zone 5C (Gloucester East)		Zone 5D (Gloucester North)	r (1	Zone 6 Forest No		Zone 7 Tewkesbu		Zone 8 (Eveshan	1)	Zone 9 (Stroud			one 10 encester	:)	Zone 11 (Forest Central)	(1	Zone 12 Forest Sou		Zone Cam/Du		
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	
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	0.0%	0	
Cheltenham	0.0%	1	0.070	0	0.0%	0	0.0%	0	0.0%	0	0.0,0	0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coney Hill	0.1%	2		2	0.0%	0	0.0%	0	0.0%	0	0.00	0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
Currys, Tewkesbury Road,	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	
Cheltenham Dunelm Mill, Centrum Retail	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0		.0%	٥	0.0%	0	0.0%	0	0.0%	0	
Park, Cheltenham	0.5%	5	0.0%	U	0.070	U	0.070	U	1.070	1	0.0%	U	0.0%	U	0.	.070	U	0.070	U	0.070	U	0.070	U	
Dunelm Mill, Elgar Retail Park, Blackpole Road,	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	
Worcester Dunelm Mill, Westgate Retail Park, Westgate,	0.4%	9	0.0%	0	2.6%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	1.1%	1	0.0%	0	0.0%	0	
Gloucester																								
Eastern Avenue Retail Park, Gloucester	0.4%	8		1	0.7%	1	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	0.07.0	0	0.0%	0	0.0%	0		4	0.0%	0		.0%		0.0%	0	0.0%	0		0	
Frampton-on-Severn	0.0%	0		0	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		7		3	1.8%	1	9.1%	11		6	0.6%	1			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	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, 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	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	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	0.0%	0	
High Wycombe	0.1%	1		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	
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	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	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	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	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	1.0%	1	
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	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	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	

September 2015

	Total		Zone 50 (Gloucest East)		Zone 5D (Glouceste North)	r (1	Zone 6 Forest No		Zone 7 Tewkesbur	y)	Zone 8 (Evesham	)	Zone 9 (Stroud	)	Zone 1 (Cirences		Zone 11 (Forest Central)	(	Zone 12 Forest So		Zone 1 Cam/Du	
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
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
Morrisons, Davies Road, Evesham	0.2%	4	0.0%	0		0	0.0%	0	0.0%	0		4	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	0.7%	2		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
Next, Gallagher Retail Park, Cheltenham	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.7%	1	0.0%	0	0.0%	0
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
Dak 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		1	0.0%	0	2.0%	3	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			2.5%	2	0.0%	0		0
Solihull	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.070	0	0.0%	0		0	0.0%	0	0.0%	0	0.8%	1
outhwold	0.0%	1	0.0%	0	0.0%	0	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

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  | 0.0%   | 0         | 0.0%  | 0   | 0.0%   | 0  
  |   |
| 0.1%  | 2  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  
   
   
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  | 0.0%   | 0         | 0.0%  | 0   | 2.9%   | 2  
  |   |
| 0.1%  | 1  | 0.0%  | 0   | 0.0%   | 0  | 0.0%  
   
   
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| 15.7% | 315  | 15.9%   |   |  | 16   |   
   
   
   | 10  
   
   | 8.4%  |   
   |  | 42  | 7.3%   |  |  | 18  
  | 6.0%   | 5         | 16.4%   | 18  | 11.1%  | 8  
  |   |
| 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  
  |   |
|       | 2009<br>2008   |   | 204<br>100  |  | 112<br>101   |   
   
   
   | 45<br>100   
   
   |   | 126<br>100  
   |  | 202<br>101  |  | 234<br>100   |  | 105<br>100  
  |  | 85<br>100 |   | 107<br>101  |  | 76<br>100  
  |   |
|       | 0.0%<br>0.0%<br>0.1%<br>0.1%<br>0.1%<br>0.1%<br>0.0%<br>0.1%<br>0.2%<br>0.3%<br>0.1%<br>0.2%<br>0.2%<br>0.2% | 0.0% 0 0.1% 1 0.0% 1 0.1% 2 0.1% 2 0.1% 3 0.0% 0 0.0% 1 0.1% 2 0.2% 5 0.3% 6 0.3% 7 0.1% 2 0.2% 3 0.2% 3 0.2% 4 0.1% 2 0.2% 3 0.2% 4 0.1% 2 0.1% 1 0.0% 0 15.7% 315 7.8% 156 2009 | (Glouce East) 0.0% 0 0.0% 0.0% 0 0.0% 0.1% 1 0.0% 0.1% 2 0.6% 0.1% 2 0.0% 0.1% 3 0.6% 0.0% 0 0.0% 0.0% 1 0.0% 0.1% 2 0.0% 0.0% 1 0.0% 0.0% 1 0.0% 0.1% 2 0.0% 0.1% 2 0.0% 0.2% 5 0.0% 0.3% 6 0.0% 0.3% 7 0.6% 0.3% 7 0.6% 0.1% 2 0.0% 0.2% 3 0.0% 0.2% 3 0.0% 0.2% 4 1.0% 0.1% 2 0.0% 0.2% 4 1.0% 0.1% 2 0.0% 0.1% 1 0.0% 0.1% 2 0.0% 0.1% 1 0.0% 0.1% 2 0.0% 15.7% 315 15.9% 7.8% 156 11.1% 2009 | (Gloucester East)  0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.1% 2 0.6% 1  0.1% 2 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.3% 6 0.0% 0 0.3% 7 0.6% 1  0.1% 2 0.0% 0 0.3% 7 0.6% 1 1  0.1% 2 0.0% 0 0.3% 7 0.6% 1 1  0.1% 2 0.0% 0 0.3% 7 0.6% 1 1  0.1% 2 0.0% 0 0.3% 7 0.6% 1 1  0.1% 2 0.0% 0 0.0% 0 0.2% 3 0.0% 0 0.0% | (Gloucester East) (Gloucester East) (Olonester East) (Olonester North Olonester North Olonester (Olonester East) (Olonester North Olonester (Olonester East) (Olonester North Olonester (Olonester East) (Oloneste | (Gloucester East)         (Gloucester North)           0.0%         0         0.0%         0         0.0%         0           0.0%         0         0.0%         0         0.0%         0           0.1%         1         0.0%         0         0.0%         0           0.1%         2         0.6%         1         0.0%         0           0.1%         2         0.6%         1         0.0%         0           0.1%         2         0.0%         0         0.0%         0           0.1%         3         0.6%         1         0.0%         0           0.0%         0         0.0%         0         0.0%         0           0.0%         1         0.0%         0         0.0%         0           0.0%         1         0.0%         0         0.0%         0           0.1%         2         0.0%         0         0.0%         0           0.3%         7         0.6%         1         0.9%         1           0.1%         2         0.0%         0         0         0           0.2%         3         0.0%         0         0.0% <td>(Gloucester East)         (Gloucester North)         (Forest North)           0.0%         0 0.0%         0 0.0%         0 0.0%         0 0.0%           0.0%         0 0.0%         0 0.0%         0 0.0%         0 0.0%           0.1%         1 0.0%         0 0.0%         0 0.0%         0 0.0%           0.1%         2 0.6%         1 0.0%         0 0.0%         0 0.0%           0.1%         2 0.0%         0 0.0%         0 0.0%         0 0.0%           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%         1 0.0%         0 0.0%         0 0.0%         0 0.0%           0.1%         2 0.0%         0 0.0%         0 0.0%         0 0.0%           0.1%         2 0.0%         0 0.0%         0 0.0%         0 0.0%           0.2%         5 0.0%         0 0.0%         0 0.0%         0 0.0%           0.3%         7 0.6%         1 0.9%         1 0.0%           0.1%         2 0.0%         0 0.0%         0 0.0%           0.2%         3 0.0%         0 0.0%         0 0.0%           0.2%         4 1.0%         2 0.0%<td>(Gloucester East)         (Gloucester North)         (Forest North)           0.0%         0         0.0%         0         0.0%         0         0.0%         0           0.0%         0         0.0%         0         0.0%         0         0.0%         0           0.1%         1         0.0%         0         0.0%         0         0.0%         0           0.0%         1         0.0%         0         0.0%         0         0.0%         0           0.1%         2         0.6%         1         0.0%         0         0.0%         0           0.1%         2         0.0%         0         0.0%         0         0.0%         0           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         0.0%         0           0.1%         2         0.0%         0         0.0%         0         0.0%         0           0.2%         5         0.0%         0</td><td>  Coloucester   Coloucester  </td><td>  Caloucester East   Caloucester   Forest North   Tewkesbury    </td><td>  Colourester   Colourester  </td><td>  Careginal   Care</td><td>(Gloucester East)         (Gloucester North)         (Forest North) (Tewkesbury)         (Evesham)         (Strout)           0.0%         0</td><td>  Carry   Carr</td><td>  Colorester   Caloucester   C</td><td>  Colouester   Col</td><td>                                     </td><td>  Care   Care  </td><td>  Columbia   Columbia</td><td>  Colune   Colune   Colune   Colune   Colune   Colune   Colune   Colune   Column   C</td><td>  Clausesteen   Clausesteen  </td><td>  Colument   Colument</td></td> | (Gloucester East)         (Gloucester North)         (Forest North)           0.0%         0 0.0%         0 0.0%         0 0.0%         0 0.0%           0.0%         0 0.0%         0 0.0%         0 0.0%         0 0.0%           0.1%         1 0.0%         0 0.0%         0 0.0%         0 0.0%           0.1%         2 0.6%         1 0.0%         0 0.0%         0 0.0%           0.1%         2 0.0%         0 0.0%         0 0.0%         0 0.0%           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%         1 0.0%         0 0.0%         0 0.0%         0 0.0%           0.1%         2 0.0%         0 0.0%         0 0.0%         0 0.0%           0.1%         2 0.0%         0 0.0%         0 0.0%         0 0.0%           0.2%         5 0.0%         0 0.0%         0 0.0%         0 0.0%           0.3%         7 0.6%         1 0.9%         1 0.0%           0.1%         2 0.0%         0 0.0%         0 0.0%           0.2%         3 0.0%         0 0.0%         0 0.0%           0.2%         4 1.0%         2 0.0% <td>(Gloucester East)         (Gloucester North)         (Forest North)           0.0%         0         0.0%         0         0.0%         0         0.0%         0           0.0%         0         0.0%         0         0.0%         0         0.0%         0           0.1%         1         0.0%         0         0.0%         0         0.0%         0           0.0%         1         0.0%         0         0.0%         0         0.0%         0           0.1%         2         0.6%         1         0.0%         0         0.0%         0           0.1%         2         0.0%         0         0.0%         0         0.0%         0           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         0.0%         0           0.1%         2         0.0%         0         0.0%         0         0.0%         0           0.2%         5         0.0%         0</td> <td>  Coloucester   Coloucester  </td> <td>  Caloucester East   Caloucester   Forest North   Tewkesbury    </td> <td>  Colourester   Colourester  </td> <td>  Careginal   Care</td> <td>(Gloucester East)         (Gloucester North)         (Forest North) (Tewkesbury)         (Evesham)         (Strout)           0.0%         0</td> <td>  Carry   Carr</td> <td>  Colorester   Caloucester   C</td> <td>  Colouester   Col</td> <td>                                     </td> <td>  Care   Care  </td> <td>  Columbia   Columbia</td> <td>  Colune   Colune   Colune   Colune   Colune   Colune   Colune   Colune   Column   C</td> <td>  Clausesteen   Clausesteen  </td> <td>  Colument   Colument</td> | (Gloucester East)         (Gloucester North)         (Forest North)           0.0%         0         0.0%         0         0.0%         0         0.0%         0           0.0%         0         0.0%         0         0.0%         0         0.0%         0           0.1%         1         0.0%         0         0.0%         0         0.0%         0           0.0%         1         0.0%         0         0.0%         0         0.0%         0           0.1%         2         0.6%         1         0.0%         0         0.0%         0           0.1%         2         0.0%         0         0.0%         0         0.0%         0           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         0.0%         0           0.1%         2         0.0%         0         0.0%         0         0.0%         0           0.2%         5         0.0%         0 | Coloucester   Coloucester | Caloucester East   Caloucester   Forest North   Tewkesbury | Colourester   Colourester | Careginal   Care | (Gloucester East)         (Gloucester North)         (Forest North) (Tewkesbury)         (Evesham)         (Strout)           0.0%         0 | Carry   Carr | Colorester   Caloucester   C | Colouester   Col |           | Care   Care | Columbia   Columbia | Colune   Colune   Colune   Colune   Colune   Colune   Colune   Colune   Column   C | Clausesteen   Clausesteen | Colument   Colument |

Weighted:

weighted.																							September 20.
	Total		Zone 50 (Gloucest East)		Zone 5D (Gloucest North)		Zone ( Forest No		Zone ' Tewkesb		Zone a (Evesha		Zone 9 (Stroud		Zone 1 (Cirences		Zone 11 (Forest Central)	()	Zone 12 Forest So		Zone Cam/Du		
Q12 Where did you last	buy goo	ds su	ch as toy	s, ga	ames, bic	ycle	s, pets a	and po	et produ	cts a	nd othe	r recr	eational	goo	ds?								
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	
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	
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	
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	
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	
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	
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	
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	
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	
Abbeydale District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeydale)	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	
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	
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	
Birmingham	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.5%	0	0.8%	1	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	
Bristol	0.9%	18	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.7%	2		0	0.0%	0	5.9%	6	8.4%	6	
Cardiff	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.5%	1	0.0%	0	
Cheltenham TOWN CENTRE	10.7%	215	5.5%		11.9%	13	1.8%		18.3%	23	8.7%	17	0.9%	2		0	4.7%	4	0.0%	0	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		2	0.0%	0	
Cinderford	0.1%	2	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	
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	

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	Tota	ıl	Zone 5 (Glouces		Zone 5		Zone 6 Forest No		Zone 7 Fewkesbu	ry)	Zone 8 (Eveshan	1)	Zone 9 (Stroud)		Zone 10 (Cirenceste		Zone 11 (Forest	(1	Zone 12 Forest Sou		Zone 1: Cam/Dur	
			East)	)	North	)											Central)				)	
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	1.8%	4	0.0%	0	0.7%	1	2.8%		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		4
Evesham TOWN CENTRE	2.2%	45	0.0%	0		0	0.0%	0	1.7%	2		42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	10.6%	213			19.8%	22	22.9%	10	3.0%	4	0.0%	0	5.1%	12	0.0%	0		21	24.0%		14.3%	11
Gloucester Quays (outlet	3.0%	61	5.5%	11		4	3.7%	2	3.9%	5		0	7.2%	17	0.0%	0	2.9%	2	0.5%	1	2.7%	2
centre), Gloucester																						
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	0.8%	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	3.0%	3	0.0%	0
Nailsworth	0.2%	3	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	1.3%	1	0.0%	0
Pershore	0.1%	3	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),	2.1%	41	1.9%	4		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
Gloucester	2.170		1.773	•	0.070	3	0.770	v	3.070	,	0.070	•	/ 0	- 3	0.070	~	-10/0	-	3.070	•	11.70	-
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	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	0.9%	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	0.6%	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
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%	Ő	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	12.4%	249			16.7%	19	19.4%	9	9.1%	11		27	14.5%	34	6.6%	7	16.3%	-	24.6%	-	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%	Ó	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%	Ö	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Gloucester Road,	0.1%	1	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
Tewkesbury		_	0.070		,.	-				_		-			0.00,0	-			,.		,.	_
Asda, Eastgate Street,	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
Gloucester																						
Asda, Hatherley 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				_		-		-		-		-		_		-		-		-		
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
Barnwood	0.0%	1	0.0%	0		0	0.0%	Õ	0.0%	0	0.0%	0	0.0%	0	0.0%	Ō	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	2.0%	2
Bourton-on-the-Water	0.1%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	Ö	0.0%	0	0.0%	Ö	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	0.8%	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%	Ó	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
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
Coney Hill	0.1%	2	0.8%	2		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	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
	2.270	Ü		,		,		-		-	~~~	-		,		-		-		-		-

	Total		Zone 50 (Gloucest East)		Zone 5D (Glouceste North)	er (	Zone 6 Forest No		Zone Z Tewkesb		Zone 8 (Eveshar		Zone 9 (Stroud)	) (	Zone 10 (Cirences		Zone 11 (Forest Central	t (	Zone 1 Forest So		Zone 1 Cam/Du	
Evesham Retail Park, Evesham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	8	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
our Pools Retail Park,	0.3%	6	0.0%	0	0.0%	0		0		1	2.3%	5	0.0%	0		0	0.0%	0		0	0.0%	Ō
Evesham	0.570	Ü	0.070	Ü	0.070	0	0.070		0.070	•	2.570	5	0.070	Ü	0.070	Ů	0.070		0.070	O	0.070	Ü
llagher Retail Park,	3.0%	61	0.8%	2	3.2%	4	1.1%	0	13.3%	17	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
	3.070	01	0.670	2	3.270	4	1.170	U	13.370	1 /	0.070	U	0.0%	U	0.070	U	0.770	1	0.070	U	0.070	U
Cheltenham	0.20/	~	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
teway Retail Park,	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
Tewkesbury Road,																						
Cheltenham																						
lden Valley Retail Park,	0.0%	1	0.0%	0	0.0%	0	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																						
reenbridge Retail Park,	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
Garrard Way, Swindon																						
empsted	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
ghfield Garden World,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ristol Road, Whitminster																						
ngs Meadow Retail Area,	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
Cirencester		_		-		-								-	,.	_				-		_
gsditch Retail Park,	0.9%	18	0.0%	0	0.7%	1	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.770	10	0.070	U	0.770	1	0.070	U	3.770	5	0.070	U	0.070	U	0.070	U	0.070	U	0.070	Ü	0.070	U
caster	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
ckhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
				-		-		-		-		-		-		-		-				
ury	0.1%	2	0.0%	0	0.0%	0		1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
, Eastern Avenue,	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
loucester																						
glevens	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
vern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
oird Shopping Park,	0.3%	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
ratford upon Avon																						
eton-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
ent	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
port East Retail Park,	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
went																						
smead	0.0%	0	0.0%	0	0.0%	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
nsbury's, Dudbridge,	0.1%	2	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
troud				-												-		-		-		
ark, Tewkesbury Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
sbury's, Priors Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
akley, Cheltenham	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/		0.00/		0.00/		0.00/		0.00/		0.00/		0.00/	
sbury's, St Ann Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
oucester Quays,																						
oucester																						
swalds Retail Park,	0.6%	13	1.9%	4	2.4%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Gloucester																						

	Tota	l	Zone 5 (Glouces East)	ster	Zone 5 (Glouces North	ter (	Zone ( Forest No		Zone 7 Tewkesbu		Zone 8 (Eveshai		Zone (Strou		Zone (Cirence		Zone 1 (Fores Centra	t (	Zone 1 Forest So		Zone (Cam/Du		
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	
Swindon Designer Outlet,	0.0%	1		-	0.0%	0		0	0.0%	-	0.0%	0		0			0.0%	0	0.0%	0	,	0	
Swindon Swindon	0.070	•	0.070	Ů	0.070	Ü	0.070		0.070		0.070		0.070	Ü	0.770	•	0.070	Ü	0.070	·	0.070	v	
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	
Cheltenham						_	,.			-		-									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 Superstore, 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	0.0%	0	0.0%	0	0.8%	1	
Road, Taplow																							
Гesco Superstore, High	0.0%	1	0.0%	0	0.0%	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	
Street, Cam, Dursley																							
Tesco Superstore, High	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	
Street, Lydney																							
Fesco Superstore, Midland	0.1%	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	
Way, Thornbury, Bristol	0.10/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.70/	2	0.00/	0	0.00/	0	0.00/	0	0.00/		
Tesco Superstore, Stratford	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	
Road, Stroud	0.10/	1	0.60/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Fhe 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	
The Range, 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	
Road, Cheltenham	0.170	1	0.070	U	0.070	U	0.070	U	1.070	1	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	O .	
Γoys R Us, Oxford Road,	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	
Swindon	0.170	_	0.070	Ü	0.070	Ü	0.070		0.070		0.070		0.070	Ü	1.770	_	0.070	Ü	0.070	·	0.070	v	
Γoys R Us, St Ann Way,	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	
Gloucester																							
Waitrose, London Road,	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	
Stroud																							
Waitrose, Sheep Street,	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	
Cirencester																							
Waitrose, The Rosebird Centre, Shipston Road,	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	
Stratford upon Avon																							
Vestgate Retail Park,	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	
Gloucester																							
Veston-super-Mare	0.0%	1		0	0.00	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0,0	0	0.0.0	0	0.0%	0		0	
Vitney	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,	0.0%	0	0.0%	0	0.0%	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																							
l'ate	0.1%	1	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0			0.0%	0	0.0%	0		1	
(Don't do)	27.5%	553		57		32			15.3%		29.3%	59	15.5%	36		47		22	12.6%		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	

By Zone
Weighted:

# 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
Weighted base:	2009	204	112	2 45	126	202	234	105	8	35 107	76
Sample:	2008	100	101	100	100	101	100	100	10	00 101	100

	Tota	1	Zone 5 (Glouce East)	ster	Zone 5 (Glouces North)	ter (	Zone 6 Forest No		Zone 7 Tewkesb		Zone 8 (Eveshar		Zone 9 (Stroug		Zone 1 (Cirence		Zone 1 (Fores Centra	st (	Zone 1 Forest S		Zone (Cam/Du	
Q13 Where did you last	buy che	mist g	goods (ir	nclud	ing healt	h and	d beauty	prod	ucts)?													
Asda, Bruton Way, Gloucester	1.1%	22	2.8%	6	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, Shurdington Road, Cheltenham	0.3%	6	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
Sainsburys, Barnett Way, Barnwood, Gloucester	0.6%	11	2.2%	4	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsburys, Tewkesbury Road, Cheltenham	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
Γesco, Colletts Drive, Cheltenham	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
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	0.9%	17	1.6%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Oswalds Road, Gloucester	0.4%	7	0.0%	0	1.7%	2	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vaitrose/John Lewis, Honeybourne Way, Cheltenham	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
Subbeydale District Centre, Glevum Way, Gloucester (includes Morrisons, Glevum Shopping Centre, Abbeydale)	0.6%	11	3.8%	8	0.7%	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
th Road, Cheltenham oronation Square,	0.5% 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	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0
Cheltenham  Idon Road/Charlton  Lings/"Sixways",  Cheltenham	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
dgeley District Centre, ristol Road, Gloucester	0.2%	4	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
rdington Load/Caernarvon Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
h	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
ngham	0.0%	1	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
ps Cleeve	1.8%	35		0		0		0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.2%	5		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
ff	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	2.4%	3	0.0%	0
nham TOWN VTRE	17.7%		11.1%		13.1%	15		3	8.6%	11	7.9%	16	1.5%	3	0.0%	0		5	0.5%	1	0.0%	0
pstow	0.3%	6	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
derford	1.1%	21	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0			24.5%	21	0.5%	1	0.0%	0
encester	5.0%	100	0.0%	0		0		0	0.0%	0	0.0%	0	0.7%		87.3%	91	0.0%	0	0.0%	0	0.0%	0
eford	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	17.9%	19	0.0%	0

Zone 5C Zone 5D Zone 13 Total Zone 6 Zone 7 Zone 8 Zone 10 Zone 11 Zone 12 Zone 9 (Gloucester (Gloucester (Forest North) (Tewkesbury) (Evesham) (Stroud) (Cirencester) (Forest (Forest South) (Cam/Dursley East) North) Central) 8 0.0% 4.9% Cribbs Causeway 0.4% 0.0% 0 1.1% 0.0% 0 0.0% 0.0% 0 0.7% 2 0.0% 0 0 0.0% 0 32 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 42.4% Dursley 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% 8.5% 6 6 1.5% 30 2 0.7% 2.0% 3 0.0% 0 4.0% 9 0.0% 0 0.0% 0 0.0% 0.0% 0 Gloucester Ouavs (outlet 1.0% 1.1% 1 0 0 centre). Gloucester Hereford TOWN CENTRE 0.1% 2 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 0.0% 0 37 Lydney 1.8% 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 0.5% 10 0.0% 0.0% 0 0 0.0% 1.2% 0 Monmouth 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 7.5% 8 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 0.0% 0.1% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0.7% 0 Newport 1 0 0 0 1 0.0% 1.2% 0.0% 0 0.0% 0.0% 2.8% 0 0.0% 0.0% 0.0% 0 Pershore 25 0 0 4 10.6% 21 0.0% 0 0 0 0.0% 2 Quedgeley (district centre), 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% Gloucester 0.6% 12 0 0.0% 2 0 0.0% 0.5% 0 Ross on Wve 0.0% 0 3.4% 0.0% 0 0.0% 0 0.0% 0 11.3% 10 1 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 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 Stratford upon Avon 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 Stroud 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 83 0 81 0 Tewkesbury 4.1% 0.0% 0.7% 2.4% 1 64.0% 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 0.3% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 Winchcombe 6 0.0% 0 0 0.0% 0 0 0.0% 0.5% 9 0.0% 0 0.0% 2.9% 2.5% 5 0 0.0% 0.0% 0.0% 0 Worcester CITY CENTRE 0 1.1% 0 4 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 0 0.0% 0 0.1% 0 0.0% 0.0% 0 0.7% 0.0% 0.0% 0 0.0% 0.0% 0 0 Abroad 1 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Aldi, Brookend Street, Ross-on-Wve Aldi, Tewkesbury Road, 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 1 Cheltenham Asda, Hatherley Lane, 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 Cheltenham Asda, Naas Lane Link Road, 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 Kingsway, Quedgeley 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 25.7% 19 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% Bourton-on-the-Water 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% 0.8% 0.0% 0 Bream 1 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 0.9% 18 7.2% 15 0.7% 0.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Brockworth 0 0 0.0% 0.1% 1 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 Bussage 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 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 2.8% 2 Cam 0 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 0.0% 0 2 0.0% 0 Chalford 0.1% 2 0.0% 0 0 0.0% 0.0% 0 0.0% 0.7% 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 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

	Total		Zone 5C (Glouceste East)		Zone 5D (Glouceste North)		Zone 6 Forest No	rth) (	Zone 7 Tewkesbury	)	Zone 8 (Evesham)	)	Zone 9 (Stroud)		Zone 1 (Cirences		Zone 11 (Forest Central)	(	Zone 1 Forest So		Zone Cam/Du	
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
airford	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
llagher Retail Park, Cheltenham	1.3%	25	0.0%	0		2	0.0%	0		4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eavitree	0.1%	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
icclecote	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
ngsditch 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
ingsholm	0.1%	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
ckhampton	0.1%	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
bury	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
ds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
l, Bulwark Road, Thepstow	0.0%	1	0.0%	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
ll, 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
ndon, 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
glevens	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
prook	0.0%	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
vern Retail Park, alvern	0.0%	1	0.0%	0		0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
son	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
oird Shopping Park, atford 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
nchinhampton	0.1%	3	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
heldean	0.2%	4	0.0%	0		0	0.7%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
tpellier	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
on-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
ons, Ashchurch Road, kesbury	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
rrisons, 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
rrisons, Heron Way, bbeydale	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
vent	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
thleach	0.2%	4	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0
orton	0.0%	1	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	1	0.6%	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

Weighted:

weighted.											101												September 201
	Total		Zone 50 (Gloucest East)	ter	Zone 5D (Glouceste North)		Zone Forest N		Zone ' Tewkesb		Zone (Evesha		Zone (Strou		Zone (Cirence		Zone 11 (Forest Central	(	Zone 1 Forest So		Zone Cam/Du		
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	
Reading	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	
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	0.0%	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	5.1%	12	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	0.2%	4	0.0%	0	0.7%	1	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
St Marks	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	
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	0.0%	0	0.0%	0	
Stonehouse	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Brockworth, Gloucester Business Park,	0.4%	8	2.5%	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	0.0%	0	
Gloucester 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	0.9%	1	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	
Tesco Superstore, Colletts Drive, 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	
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	0.0%	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	1.6%	1	
Tesco Superstore, High Street, Lydney	0.2%	4	21272	0		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%	0	2.7%	2	
Tesco Superstore, Orchard Lane, Ledbury Tesco Superstore, St	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Oswalds Road, Gloucester Tesco Superstore, Worcester	0.0%	3		0		0		0	0.0%	0		3	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Road, Evesham 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	0.2%	3 1	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	4.5% 0.0%	0	
Tuffley	0.0%	3		3	0.00	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0	
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	
Witney	0.0%	4	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Wymans Brook	0.2%	6	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
(Don't do)	4.0%	81	6.7%	14		5	1.1%	1	1.0%	1	3.3%	7	1.5%	3		4	2.8%	2	10.6%	11	0.6%	0	
(Can't remember)	1.7%	34	2.9%	6		0		1	1.5%	2	2.0%	4	0.0%	0		3	2.1%	2	1.3%	1	0.0%	0	

By Zone
Weighted:

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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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	2 45	126	202	23	4 105	8	35 107	7 76
Sample:	2008	100	101	100	100	101	10	0 100	10	00 101	1 100

	Total		Zone 50 (Gloucest East)		Zone 5D (Gloucesto North)		Zone 6 Forest No		Zone 7 Tewkesbu	ry)	Zone 8 (Eveshan	1)	Zone 9 (Stroud		Zone 1 (Cirences		Zone 1 (Fores Central	t (1	Zone 1 Forest So		Zone Cam/Du		
Q14 Where did you last b	uy a larç	ge ele	ctrical it	em s	such as fr	idge	s, freeze	rs, di	shwash	ers,	cookers,	was	hing ma	chine	es, micro	owave	es, vacu	um cl	leaners1	?			
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	3.6%	4	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	4.1%	3	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%		32.2%	34	0.8%	1	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	
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%		20.4%	15	
Oursley	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	7.3%	6	
vesham TOWN CENTRE	5.1%	102	0.0%	0	0.9%	1	0.0%	0	1.9%		43.5%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
loucester CITY CENTRE	9.6%		19.3%		25.6%		24.0%	11	5.6%	7	0.0%	0	6.3%	15	2.4%		16.0%	14	22.8%	24	3.8%	3	
floucester 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	
Iereford 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	0.5%	1	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	6.9%	7	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	
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	

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	Total	1	Zone 50 (Glouces East)	ter	Zone 51 (Glouces North)	ter (	Zone Forest N		Zone ' Tewkesb		Zone (Evesha		Zone (Strou		Zone : (Cirence		Zone (Fore	st (	Zone 1 Forest S		Zone Cam/Du	
Pershore Quedgeley (district centre), Gloucester	0.1% 0.4%	1 7	0.0% 0.0%	0		0 0	0.0% 0.0%	0	0.0% 0.6%	0 1	0.6% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.9%	0 1
Ross on Wye	0.1%	2		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	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	0.3%	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	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	31	0.7%	1	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	0.0%	0	10.5%	11	0.0%	0	0.0%	0	0.0%	0
Гewkesbury	0.1%	2	0.0%	0	0.9%	1	0.7%	0	0.6%	1	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	0.4%	8	0.0%	0	0.0%	0	0.7%	0	5.0%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
nternet / Mail order	21.3%	429	19.4%	40	16.0%	18	22.4%	10	20.7%	26	18.4%	37	26.7%	62	24.1%	25	31.9%	27	26.3%	28	27.7%	21
Argos, Eastgate Street, 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
sda, Bruton Way, Gloucester	0.1%	2	0.0%	0	1.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
sda, 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
shchurch 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
3&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%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8&Q, 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
&Q, Maybird Centre, 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
&Q, St Oswalds, 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	0.5%	1	0.0%	0
anbury Cross Retail Park, 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
arnwood	0.3%	6	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpole Retail Park, Blackpole Road, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockworth	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
ıildbase, Metz Way, 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
am	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	6.8%	5
ntral 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
arlton 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
ipping 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
oney Hill	0.3%	5	1.6%	3	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
astern Avenue Retail Park, Gloucester	0.4%	7	0.0%	0		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0
					0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 50 (Gloucest East)		Zone 5D (Glouceste North)	r (1	Zone 6 Forest Nor	th) ('	Zone 7 Fewkesbur	<b>y</b> )	Zone 8 (Evesham)		Zone 9 (Stroud)	(	Zone 10 Cirenceste	er)	Zone 11 (Forest Central	(	Zone 12 Forest So		Zon Cam/I		ey
Worcester Road, Evesham Gallagher Retail Park,	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%	<u> </u>	0
Cheltenham	1.0%	32	1.9%	4	1.1%	1	0.0%	U	3.5%	/	0.0%	U	1.6%	4	0.0%	U	0.0%	U	0.0%	U	0.0%	o (	U
Greenbridge Retail Park, Swindon	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	6 C	0
Hereford Retail Park, Hereford	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%	6 C	0
ligh 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	0.0%	6 C	0
Iomebase, Elgar Retail Park, Worcester	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%	6 0	0
ingsditch Retail Park, Cheltenham	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%	6 C	0
edbury	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%	6 C	0
eonard Stanley	0.0%	1	0.0%	0	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%	ó 1	1
wisham	0.0%	0	0.0%	0	0.0%	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 C	0
alvern Retail Park, Roman Way, Malvern	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
aplin, Winchcombe Street, 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
ybird Retail 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
orrisons, 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%	6 C	0
ewent	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%	6 C	0
on	0.0%	1	0.0%	0	0.0%	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 C	0
ital Shopping Park, hamesdown Drive, windon	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%	6 C	0
World, 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%	6 C	0
eclaim, Lansdown Industrial Estate, 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%	6 C	0
cher Sounds, High Street, 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%	6 C	0
verside Retail Park, 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%	6 C	0
nsbury's, Dudbridge, troud	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%	6 C	0
nsbury's, Priors Road, Dakley, 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%	6 C	0
outhbrook 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	0.7%	1	0.0%	0	0.0%	6 C	0
Oswalds Retail Park, 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%	6 C	0

	Tota		Zone 5 (Glouce East)	ster	Zone 5 (Glouce North	ter (	Zone Forest N		Zone Fewkesh		Zone 8 (Evesha		Zone (Stro		Zone (Cirenc		Zone (Fore Centi	est (	Zone Forest S		Zone Cam/D	
																					,	
Stonehouse	1.9%	38	0.0%	0		0	0.0%	0	0.0%	0		0	16.2%	38	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
Fewkesbury 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
of thorn 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
ates	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.070	0	0.0,0	0	0.8%	1
Oon't do)	12.4%	249	5.2%		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
an'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
eighted base: ample:		2009 2008		204 100		112 101		45 100		126 100		202 101		234 100		105 100		85 100		107 101		76 100

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September 2015

#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Total Zono EC 7000 6

	Total	1	Zone 50 (Gloucest East)		Zone 5D (Glouceste North)	er (1	Zone 6 Forest No		Zone 7 Tewkesb		Zone 8 (Eveshar		Zone (Strou		Zone (Cirence		Zone 1 (Fores Centra	it (	Zone 1 Forest So		Zone 1 Cam/Du )	
Q15 Where did you last to and shavers.	ouy sma	II hou	sehold e	lectr	ical/batter	y a	ppliances	s inc	luding a	udio	visual, p	hoto	graphic	and	informa	tion p	rocessir	ng eq	uipment	t, suc	h as car	meras, personal computers, hairdryers,
Argos, Eastgate Street, Gloucester	0.3%	7	2.0%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	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%	0	0.0%	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%	0	1.8%	4	0.0%	0	7.1%	6	0.5%	1	2.9%	2
Argos, Tewkesbury Road Retail Park, Cheltenham	0.9%	18	0.0%	0	2.1%	2	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bruton Way, Gloucester	0.4%	8	0.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys/PC World, Eastern Avenue, Gloucester	6.1%	123	23.8%	49	12.1%	14	13.7%	6	0.6%	1	2.3%	5	3.7%	9	0.0%	0	16.1%	14	4.3%	5	1.2%	1
Currys/PC World, Eastgate Street, Gloucester	0.4%	7	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	3.0%	3	0.0%	0	0.8%	1
Currys/PC World, Tewkesbury Road, Cheltenham	6.0%	121	0.0%	0	7.6%	9	1.9%	1	18.6%	23	5.6%	11	4.0%	9	4.5%	5	0.0%	0	0.0%	0	0.0%	0
Maplin, Eastern Ave, 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
Maplin, 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
Maplin, Winchcombe 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
Morrisons, Glevum Shopping Centre, Abbeydale, 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
Morrisons, Shurdington Road, Cheltenham	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
PC World, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Tewkesbury Road, Cheltenham	0.3%	5	0.0%	0	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
Sainsburys, Barnett Way, Barnwood, Gloucester	0.1%	2	0.0%	0	1.1%	1	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, 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
Sony Centre, Regent Arcade, 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	0.6%	0
Tesco, Colletts Drive, 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	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	0.0%	0	4.7%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco, St Oswalds Road,	0.4%	8	0.0%	0	1.5%	2	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0

Weighted:

											_												
	Tota	1	Zone 50 (Gloucest East)		Zone 5D (Gloucest North)		Zone ( (Forest No		Zone Tewkesb		Zone (Evesha		Zone (Strou		Zone 1 (Cirence		Zone 1 (Fores Central	t (	Zone 1 Forest So		Zone (Cam/Du		
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	0.0%	0	3.1%	3	0.5%	1	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	0.0%	0	1.5%	1	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	1.5%	1	2.7%	3	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	0.0%	0	4.5%	4	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	

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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Total Zone 5C Zone 5D Zone 7 Zone 8 Zone 10 Zone 11 Zone 12 Zone 13 Zone 6 Zone 9 (Gloucester (Forest North) (Tewkesbury) (Stroud) (Forest (Forest South) (Cam/Dursley (Gloucester (Evesham) (Cirencester) East) North) Central) Worcester 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 Bradley Stoke 0.0% 0 0.0% 0 0.0% 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 Brockworth 0.1% 2 0.6% 1 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1.2% 1 Cam 0 0 2 Central London 0.1% 0.0% 0 0.0% 0 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coney Hill 0.2% 5 1.6% 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 0.0% 0 0.0% 0.0% 0 Eastern Avenue Retail Park, 0.1% 1 0.0% 1.1% 1 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% Gloucester 0.2% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Evesham Retail Park. 5 0.0% 0 0 0 0 2.3% 5 0.0% 0 0.0% 0.0% Evesham 0 0.1% 0 0.0% 0 0.0% 0.8% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% Four Pools Retail Park. 1 0.0% 0 0 0.0% Evesham Gallagher Retail Park. 1.0% 19 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 Cheltenham Gillmans, St Oswald Road, 0.1% 0 0.0% 4.0% 2 0.0% 0.0% 0 0.0% 0 0.5% 0.0% 0 2 0.0% 0 0 0.0% 0 0 0.0% Gloucester Greenbridge Retail Park, 0.2% 3 0.6% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1.7% 2 0.0% 0 0.0% 0.0% 0 Swindon 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 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 0 Hereford Retail Park. 0 0 0.0% 0 0 0.0% Newton Road, Hereford 0 0 0.1% 0.0% 0.0% 0 0.0% 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0.0% High Wycombe 1 0.0% 0 0.1% 2 2 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 Homebase, Eastbrook Road, 1.0% 0 0 0 0 0 Gloucester Kingsditch Retail Park, 0.4% 0 0.0% 0.0% 3 0 0.0% 0 0.9% 0.0% 0 7 0.0% 0 0 2.0% 0.0% 1 0 0.0% 0.0% Cheltenham 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 Litchfield 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% Maesglas Industrial Estate 0.1% 2 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1.6% 2 0.0% 0 Newport 0.0% 0 Malvern Retail Park, Roman 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% Way, Malvern Maybird Retail Park, 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% Stratford-upon-Avon 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% Morrisons, Ash Church 0.0% 0.0% 0 0.0% 0 0.0% 0.6% 0.0% 0 0.0% 0 0.0% 0.0% 0 1 0 0 0 0.0% Road, Tewkesbury 0 1.4% Morrisons, Davies Road, 0.1% 3 0.0% 0 0.0% 0 0.0% 0.0% 3 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 Evesham Morrisons, Heron Way, 0.1% 0.6% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1 Abbeydale 0 0 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 Newent 0.0% Orbital Shopping Park, 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 Thamesdown Drive, Swindon Romford 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0

	Tota		Zone 5 (Glouces East)	ster	Zone 5 (Glouces North)	ter (	Zone Forest N		Zone 7 ewkesb		Zone (Evesha		Zone 9 (Stroud		Zone (Cirence		Zone 1 (Fores Centra	t (1	Zone 1 Forest S		Zone : Cam/Du )	
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
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
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	1.5%	2	0.0%	0
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	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
Road, Burgess Hill	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	13.5%	271	8.3%	17	16.4%	18	8.7%		11.0%		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: Sample:		2009 2008		204 100		112 101		45 100		126 100		202 101		234 100		105 100		85 100		107 101		76 100

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	Tota	ıl	Zone : (Glouce East	ester	Zone 5 (Glouce North	ster (	Zone (Forest N		Zone Tewkesh		Zone (Evesha		Zone (Stro		Zone (Cirence		Zone (Fore Centra	st (	Zone (Forest S		Zone (Cam/Du		
Q16 Where did you last I	ouy DIY	good	s includ	ling p	aints, w	allpap	oer, hon	ne imp	roveme	nt, to	ols, gard	den g	oods, e	etc, bu	ut not ca	arpets	?						
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	
Iomebase, 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	
crewfix, 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	
Civoli 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	
Vickes, 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	
Vickes, 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	
Vilkinsons, 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	
irmingham	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	
ishops 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	
ristol	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	
ardiff	0.0%	1	0.0%	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	
heltenham TOWN CENTRE	4.9%	98	0.8%	2		1		0		10	1.4%	3	0.0%	0		0	0.0%	0		0		0	
hepstow	1.1%	22	0.0%	0		0		0	0.0%	0	0.00	0	0.0%	0		0		0		22		0	
inderford	0.4%	9	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	9		0		0	
irencester	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	
oleford	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	
ribbs 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	
Oursley	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		25		3		3	1.0%	1	0.0%	0	0.0%	0		0		5		2		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	

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	Tota	ıl	Zone 5C (Glouceste East)		Zone 5D (Glouceste North)	er (	Zone 6 Forest No		Zone 7 Tewkesbi		Zone (Evesh		Zone (Stro		((	Zone 10 Cirenceste		Zone 11 (Forest Central)	,	Zone 1 Forest So		Zone (Cam/D		
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	0.7%	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	0.7%	1	14.2%	15		0	
Malvern Link	0.2%	3		0		0	0.0%	0	2.5%	3	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	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	0.8%	1	0.0%	0	
Pershore	0.1%	2		0		0	0.0%	0	0.0%	0		2	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	
Ross on Wye	0.2%	5	0.0%	0		0	1.6%	1	0.0%	0		0	0.0%		0	0.0%	0		3	1.3%	1		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	
Stratford upon Avon	0.2%	3		0		0	0.0%	0	0.0%	0	0.6%	1	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	67.2%	15		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	2.4%	2	0.0%	0	0.0%	0		0	
Tewkesbury	1.0%	19		0		0	0.0%		15.4%	19	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	0.6%	1	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	
Worcester CITY CENTRE	0.2%	5		0		0	0.0%	0	2.7%	3	0.6%	1	0.0%		0	0.0%	0	0.0%	0	0.0%	0		0	
Internet / Mail order	1.3%	27	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	0.5%	1	0.0%	0	
Ashburnton 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	0.2%	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		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	
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	0.1%	4		0		0	0.0%	0	0.0%	0		4	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	
Chipping Campden	0.1%	3		0		0	0.0%	0	0.0%	0	1.3%	3	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%	Ő	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	1.9%	2		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		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	
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	

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# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

	Total		Zone 5C (Glouceste East)		Zone 5D (Gloucester North)	· (I	Zone 6 Forest Nor	<b>th</b> ) (1	Zone 7 Fewkesbu	ry)	Zone 8 (Eveshan	1)	Zone 9 (Stroud)	(	Zone 10 (Cirencest		Zone 11 (Forest Central)	(1	Zone 12 Forest Sou		Zone 13 Cam/Durs	
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	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
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%	C
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
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%	(
Ledbury	0.0%	1	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
Love Lane Industrial Estate, Cirencester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	,.	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0		0
Aaybird 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
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
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
ew Mills Industrial Estate, Ledbury	0.1%	2	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	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%	(
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%	C
restbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
yeford 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
t 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
tonehouse	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
windon 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
Γaunton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fesco 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

	Tota		Zone 5 (Glouce East	ster	Zone : (Glouce North	ster (	Zone Forest N		Zone Tewkesl	-	Zone (Evesha		Zone (Strou		Zone (Cirence		Zone : (Fore Centra	st (	Zone Forest S		Zone Cam/Du	
Road, Gloucester Tewkesbury Business Park,	0.3%	6	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
Tewkesbury	0.10/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	1 40/	1
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	1.4%	1
Thorney Leys Business Park, Ducklington, Witney	0.1%	2	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	0.0%	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
Tilsdown	0.0%	1	0.0%	0	0.0%	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
Toolstation, 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	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%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester	0.3%	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
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
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
Wotton-under- Edge	0.0%	1	0.0%	0	0.0%	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,	0.0%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0
Evesham Road, Cheltenham	0.1 /0	2	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
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	1.2%	1
(Don't do)	13.8%	278	11.4%	23		13	6.5%	3	7.5%	9	9.2%	19	12.3%	29		14	7.6%	6	12.8%	-	13.2%	10
(Can't remember)	1.9%	39	2.6%	5	3.1%	3	2.8%	1	0.8%	1	1.8%	4	0.0%	0		0	1.4%	1	5.3%	6	3.0%	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

	Total		Zone 5C (Glouceste East)		Zone 5D (Gloucesto North)		Zone 6 Forest No		Zone 7 Fewkesbu		Zone 8 (Evesham	1)	Zone 9 (Stroud)	) (	Zone 10 (Cirencest		Zone 11 (Forest Central)		Zone 12 Forest So		Zon Cam/L		
Q17 Where did you last b	uy furnit	ure,	carpets a	nd f	loor cove	ring	s?																
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	

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	Tota	l	Zone :		Zone :		Zone Forest N		Zone '		Zone 8 (Evesha		Zone (Strou		Zon (Ciren		•)	Zone 1		Zone : Forest S		Zone	
			East		Nortl	,	rorest in	or un) (	1 ewkesn	ury)	(Evesna	1111)	(Silou	iu)	(Ciren	cester	,	Central	,	rorest S	oum)(	Cam/Di	ui siey
			Lust	•)	110111	•,												Cintia	-,			,	
Cheltenham	0.40/	_	0.00/	^	1.50/	~	0.00/	^	1.00/	4	0.604		0.00/	^	1.00	,	1	0.007	^	0.00/	^	0.001	^
SCS Sofas, Kingsditch Retail	0.4%	7	0.0%	0	1.5%	2	0.0%	0	1.0%	1	0.6%	1	0.0%	0	1.09	Ó	1	0.0%	0	0.0%	0	0.0%	0
Park, Cheltenham	1.00/				- 00/	_	2 501	_	0.00/		0.00/		1.00/			,	^	4 = 0.		0.50		2 201	
SCS, St Oswald's Park,	1.2%	24	1.4%	3	6.0%	7	3.5%	2	0.0%	0	0.0%	0	1.8%	4	0.09	Ó	0	1.5%	1	0.5%	1	3.3%	3
Gloucester	0.10/	2	0.00/	0	0.70/		0.00/	0	0.00/		0.00/	0	0.00/	0	0.00	,	^	0.00/	0	0.00/	0	0.00/	0
The Carpet Hut, Haven	0.1%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	Ó	0	0.0%	0	0.0%	0	0.0%	0
Works, Tewkesbury Road,																							
Cheltenham	0.10/	2	0.00/		0.00/		0.00/		0.00/		0.00/	0	0.00/	0	0.00	,	_	0.00/	0	0.00/	0	0.00/	0
The Range, Gloucester Retail	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	0	0	0.0%	0	0.0%	0	0.0%	0
Park, Eastern Avenue,																							
Gloucester	0.00/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00	,	0	0.00/	0	0.70/	1	0.00/	0
Bath	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
Birmingham	0.2%	3	0.0%	0	0.00	1	0.0%	-	0.0%	0	0.6%	1	0.0%	0			0	0.0%	0	0.8%	1	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
Bristol	2.9%	59	6.0%	12		4	0.9%	0	0.0%	0	0.0%	0	5.8%	14			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	1.3%	1	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	2.49	0	2	1.2%	1	0.0%	0	1.9%	1
	0.2%	4	0.0%	0	0.0%	0	0.00/	0	0.00/	0	0.0%	0	0.00/	0	0.00	,	0	0.00/	0	4.10/	4	0.00/	0
Chepstow Cinderford	0.2%	3	0.0%	0		0		0	0.0% 0.0%		0.0%	0	0.0%	0			0	0.0% 3.5%	3	4.1% 0.0%	0	0.0%	0
	1.2%	23	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	1.6%	4			0 18	0.0%	0	0.0%	0	0.0%	0
Cirencester Coleford	1.4%	29	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0			0		7	20.2%	22	0.0%	0
Cribbs Causeway	1.6%	33	0.6%	1	0.0%	0		0	0.0%	0	0.0%	0	2.1%	5			0	8.2% 0.5%	0	20.2%			18
•	0.3%	33 6	0.0%	0		0		1	0.0%	0	0.0%	0	0.0%	0			0	0.5%	0	0.0%	0	7.0%	5
Dursley Evesham TOWN CENTRE	2.8%	57	0.0%	0		0		0	0.6%	1	25.4%	51	0.0%	0			0	0.0%	0	0.0%	0	0.0%	0
Gloucester CITY CENTRE	8.4%	170		48	0.00	30		8	4.3%	5	0.0%	0	1.3%	3	0.0,			11.5%	10	10.0%	11	6.7%	5
Gloucester Quays (outlet	1.2%	24	3.2%	46 7		1	0.7%	0	1.5%	2		0	1.8%	4				0.8%	10	0.0%	0		3 1
centre), Gloucester	1.270	24	3.270	/	0.970	1	0.770	U	1.570		0.070	U	1.070	4	0.07	0	U	0.6%	1	0.0%	U	1.970	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	0.09	4	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	1.5%	1	11.8%	13	0.0%	0
Malvern Link	0.7%	4	0.0%	0		0		0	1.5%	2	0.0%	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%	0	0.7%	1	0.0%	0			0	0.0%	0	0.8%	1	0.0%	0
Nailsworth	0.6%	12	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	4.9%	11			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	1.5%	2	0.0%	0
Pershore	0.3%	6		0		0		0	0.0%	0	2.9%	6	0.0%	0			0	0.0%	0	0.0%	0	0.0%	0
Quedgeley (district centre),	0.3%	6		0		0		0	0.0%	0	0.0%	0	0.9%	2			0	0.0%	0	0.0%	0	0.6%	0
Gloucester										-	,.			_		-		,.			-		-
Ross on Wye	0.2%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.09	ó	0	3.7%	3	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
Stratford upon Avon	0.2%	5	0.0%	0		0		0	0.0%	0	2.4%	5	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	34.6%	81			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	6.89	ó	7	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.7%	14	0.0%	0		1	0.9%	0	9.1%	11	0.0%	0	0.0%	0			1	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.1%	1	0.0%	0		0		0	1.0%	1	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
Worcester CITY CENTRE	0.7%	13	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
Internet / Mail order	5.3%	106	5.4%	11	4.7%	5		2	8.1%	10	2.9%	6	4.6%	11	11.19	ó 1	12	8.9%	8	3.0%	3	7.0%	5

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8											_													
	Total		Zone 5C (Glouceste East)		Zone 5D (Gloucester North)	r (1	Zone 6 Forest No		Zone 7 Tewkesbu		Zone 8 (Eveshar		Zone (Strou			one 10 encester	r)	Zone 11 (Forest Central)	(1	Zone 1 Forest So		Zone Cam/Du		
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	0.5%	0	0.0%	0	0.0%	0	
Aylburton	0.1%	2	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	Ö		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%	Ö		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	0.6%	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%	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%	0	0.0%	0	
Bream	0.1%	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	
Bridgemead Retail Park, Great Western Way, Swindon	0.1%	1	0.0%	ő		0	0.0%	0	0.0%	0		0	0.0%	Ö		3%	1	0.0%	0	0.0%	0	0.0%	Ö	
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%	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%	0	1.0%	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%	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%	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	2 0.0	0%	0	0.0%	0	0.0%	0	0.0%	0	
unelm 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%	0	0.0%	0	
astern 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	7 0.0	0%	0	0.5%	0	0.0%	0	0.0%	0	
our 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%	0	0.0%	0	
rampton-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	1 0.0	0%	0	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%	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%	0	1.2%	1	0.0%	0	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%	C	) ().(	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	0.0%	0	
Iempsted	0.1%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	C		0%	0	0.0%	0	0.0%	0	0.0%	0	
igh 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	
idderminster	0.1%	1	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	
ingsditch 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	4%	6	0.0%	0	0.0%	0	0.0%	0	
ingsholm	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C		0%	0	0.0%	0	0.0%	0	0.0%	0	
aura 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%	C	) ().(	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%	0	

Start   North-   Start   North-   Start   North-   Start   North-   Start		Tota	al	Zone			ne 5D	Zone		Zone		Zone 8		Zone			ne 10		Zone 1 (Fores		Zone			e 13
Semigrage   10				`		`		(Forest 1	North)	Tewkesu	ury)	(Evesiia	111)	(Strot	ia)	(Cire	encesu	er)	`	,	r orest S	ouui) (	(Cam/i	Jursiey )
Semigrage   Semi	Ledbury	0.1%	1	0.0%	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	0.09	6 (
work Road Trading Estate   0.0%   1   0.0%   0   0.0%	Longlevens		1						0				0		0			0		0				
aming no Reail Park,	Lower Road Trading Estate,	0.0%	1			0.0	% (		0		0	0.0%	0		0			0						6 (
ctric Track Park,	Mannington Retail Park,	0.2%	4	0.0%	6 0	0.0	% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6	5%	5	0.0%	0	0.0%	0	0.09	6 (
inchead of 0.0% 1 0.0% 0 0.0%	Metric Trade Park,	0.0%	1	0.0%	6 0	0.0	% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7	7%	1	0.0%	0	0.0%	0	0.09	6 (
orelands Trading Estate, 0.2% 3 0.8% 2 0.0% 0 2.1% 1 0.0% 0 0.0%		0.0%	1	0.00/	<u>،</u>	0.00	0/. (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	10%	0	0.0%	0	0.0%	0	0.00	4 (
oretoni-nAmshs   0.3%   6   0.0%   0   0.0%	Morelands Trading Estate,		3						-															
Exement		0.3%	6	0.0%	6 0	0.00	% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.0%	0	0.0%	0	0.09	6 (
unutington         0.0%         0 <td>Newent</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>0</td> <td></td> <td></td> <td></td> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td> <td></td> <td></td> <td></td> <td></td>	Newent								0				-							-				
Simular   Simu																								
Outhbrook Retail Park, 0.0% 1 0.0% 0								0.00	O						-			-						
Gloucester Oswalds Retail Park, Oswalds Retail Park									-															
Gloucester Onehouse 0.5% 10 0.0% 0 0.	Gloucester																			-				
vindon Village, 0.1% 3 0.0% 0	t Oswalds Retail Park, Gloucester	1.0%	19	4.8%	6 10	2.29	% 2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.5%	0	3.9%	4	0.09	6 (
Cheltenham unton 0.3% 5 0.0% 0	tonehouse	0.5%	10	0.0%	6 0	0.0	% (	0.0%	0	0.0%	0	0.0%	0	3.3%	8	0.0	)%	0	0.0%	0	0.0%	0	2.59	6 2
uniton 0.3% 5 0.0% 0 0.	windon Village, Cheltenham	0.1%	3	0.0%	6 0	0.0	% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.0%	0	0.0%	0	0.09	6 (
Re Range, Tewkesbury Re Range, Tewkesbury Re Range, Tewkesbury Road, Cheltenham Road, Chelt	Γaunton	0.3%	4	0.0%	6 0	0.09	% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.0%	0	0.0%	0	0.09	6 (
aitrose/John Lewis,	The Range, Tewkesbury Road, Cheltenham		1						0				0		0			0		0				
aitrose/John Lewis,	Thornbury	0.0%	1	0.0%	6 0	0.0	% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.0%	0	0.0%	0	0.89	6 I
ellelsbourne 0.1% 2 0.0% 0 0.0	Waitrose/John Lewis, Honeybourne Way, Cheltenham		3						0				0		0			0		0				
estgate Retail Park, 0.0% 0 0.	Warden Hills	0.1%	2	0.0%	6 0	0.0	% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.0%	0	0.0%	0	0.09	6 (
Gloucester oodmancote 0.0% 1 0.0% 0 0	Vellesbourne	0.1%	2	0.0%	6 0	0.0	% (	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0	)%	0	0.0%	0	0.0%	0	0.09	6 (
oodrow Way Retail Area, 0.0% 1 0.0% 0	Westgate Retail Park, Gloucester	0.0%	(	0.0%	6 0	0.0	% (	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.0%	0	0.0%	0	0.09	6 (
Gloucester formelow 0.0% 1 0.0% 0 0.0	Voodmancote	0.0%	1	0.0%	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	1.09	6 I
ymans Brook 0.0% 1 0.0% 0 0.0%	Woodrow Way Retail Area, Gloucester	0.0%	1	0.0%	6 0	0.0	% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.0%	0	0.0%	0	0.09	6 (
ymans Brook 0.0% 1 0.0% 0 0.0%	Wormelow	0.0%	1	0.0%	6 0	0.09	% (	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	)%	0	0.8%	1	0.0%	0	0.09	6 (
te 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 1 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 2an'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									-											•				
on'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 an'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	ate		1																					
(an'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			510																					
	/								-															
	eighted base:	2.070								10.170		11.7/0		7.570		,.0			10.770		2.770		10.77	
imple: 2008 100 101 100 100 101 100 100 100 100	Sample:		2008	3	100	)	101		100		100		101		100			100		100		101		100

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	Tota	ıl	Zone 5	_	Zone 5		Zone Forest N		Zone		Zone 8 (Evesha		Zone (Stro			one 10		Zone (Fore		Zone Forest S		Zone	
			East		North		TOTESTI	or m) (	I CW KCSD	ui y)	(Evesiia	111)	(5110)	iu)	(CII)	cnces	iei)	Centra		Torests	oum)(	(am/Dt	ii sicy
Q18 Where did you last b	uy gar	denin	g goods	?															,			,	
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%	0
B&O 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%	0	25.2%	21	10.9%	12	6.6%	5
Iomebase, Eastbrook Road, Gloucester	3.5%	71		52		5		0	1.5%	2		1	0.0%	0		0%		0.0%	0	1.6%	2	0.0%	0
Iomebase, 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	0.7%	1	0.0%	0
crewfix, 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%	0
ne 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%	0	1.2%	1	0.0%	0	0.0%	0
Bioucester e 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%	0
ckes, 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%	0
ckes, Woodrow Way,	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
ilkinsons, 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%	0
ilkinsons, 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%	0
rmingham	0.0%	1	0.0%	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
hops 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%	0
ol	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	1.6%	1
ltenham TOWN ENTRE	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%	0
pstow	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	1.4%	1	25.7%	28	0.0%	0
lerford	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	4.7%	4	0.0%	0	0.0%	0
encester	4.0%	80	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.7%	2		3%	68	0.0%	0	0.0%	0	0.8%	1
eford	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	4.3%	4	7.5%	8	0.0%	0
obs 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%	0	4.3%	3
rsley	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	8.2%	6
sham 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%	0
ucester 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%	0	5.1%	4	2.7%	3	4.3%	3
oucester 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%	0
eat 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%	0
eford 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%	0
ney	0.9%	18	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0	0%	0	1.7%	1	14.7%	16	0.0%	0
lvern Link	0.3%	6		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
onmouth	0.1%	2		0		0		0	0.0%	0	0.0%	0	0.0%	0		0%	0	0.0%	0	2.2%	2	0.0%	0
ailsworth	0.4%	8		0		0		0	0.0%	0	0.0%	0	3.0%	7		0%	1	0.0%	0	0.0%	0	0.0%	0
Vewport	0.1%	2		0		0		Ö	0.0%	0	0.0%	0	0.0%	0		0%	0	0.7%	1	1.5%	2	0.0%	0
1		_		,		,		-		_	, -	-					-		-		_		-

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	Tota	1	Zone 5C		Zone 5D		Zone 6		Zone '		Zone 8		Zone			one 10		Zone 1		Zone		Zone	
			(Glouceste East)	er	(Glouceste North)	er (	Forest No	rth) (	Tewkesb	ury)	(Eveshan	1)	(Strou	ıd)	(Cir	encest	ter)	(Forest Central	,	Forest S	outh)(	Cam/D	ursley
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	0.	.0%	0	5.7%	5	0.5%	1	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	0.0%	0	0.	.9%	1	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	0.0%	0	0.5%	1	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
Aldi, Bristol Road, Ouedgeley	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
ldi, 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
Ashburnton 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	0.9%	1	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
ourton-on-the-Water	0.0%	4	0.0%	0	0.00	0	0.0%	0	0.0%	0		0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0
oadway	0.2%	4		0		0	0.0%	0	0.0%	0		4	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0
ockworth	0.2%	1	0.0%	0	0.00	0	0.0%	0	0.0%	0		0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0
rford	0.1%	6		0		0	0.7%	0	0.0%	0		0	0.0%	0		.3%	1	0.0%	0	0.0%	0	0.0%	
inscross	0.2%	4		0		0	0.0%	0	0.0%	0		0	1.8%	4		.0%	0	0.0%	0	0.0%	0	0.0%	0
hipping Campden	0.1%	2		0		0	0.0%	0	0.0%	0		2	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0
nurcham	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
oney Hill	0.3%	5		5		0	0.0%	0	0.0%	0		0	0.0%	0	٠.	.0%	0	0.0%	0	0.0%	0	0.0%	0
obbies Garden Centre,	0.5%	11		0		0	0.0%	0	0.6%	1	0.0%	0		2		.6%	8	0.0%	0	0.0%	0	0.0%	0
Siddington, Cirencester andry Nurseries & Garden	0.2%	3			0.7%	1	0.0%	0	0.0%	0		0	0.0%	0		.0%			0	0.0%	0		0
Centre, Bamfurlong Lane, Cheltenham	0.270	3	0.070		0.770	1	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.	.0 70	Ü	0.070	Ü	0.070	O	0.070	Ü
astwood Garden Centre, Eastwood Park, Falfield,	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
Wotton-under-Edge						_		_		_		_			_		_		_		_		_
ngland'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
vesham Garden Centre, Evesham Country Park,	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
Evesham	0.101		0.007	^	0.001	^	0.007	^	0.001	_	0.001	^	0.007	_	_	00/	^	0.001	^	0.001	^	0.00:	^
xmouth	0.1%	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
airview Garden Centre,	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
Chapel Lane, Gloucester																							

Weighteu:																								September 2	010
	Total		Zone 5C (Glouceste East)		Zone 5D (Glouceste North)	er (	Zone 6 Forest No	rth) (	Zone 7 Tewkesbu	ry)	Zone 8 (Evesha		Zone 9 (Stroug			Zone 10 rencester	r)	Zone 11 (Forest Central)	(	Zone 12 Forest Sou		Zone Cam/Du			
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%	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%	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	0.8%	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	2 0	0.0%	0	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	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%	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	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%	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	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	0.0%	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%	0	2.3%	2	0.0%	0	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%	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%	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%	0	0.0%	0		
Highfield Garden World, Bristol Road, Whitminster	2.1%	42	0.6%	1		0	0.0%	0	0.0%	0		1	9.7%	23		0.0%	0	0.0%	0	0.0%		14.9%	11		
Huntley	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		
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	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%	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%	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		
Ledbury	0.1%	1	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		
Marlborough	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		
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		
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	0.9%	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	0.7%	2		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	1.3%	3	0.0%	0	) 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

	Total		Zone 50 (Gloucest East)		Zone 5D (Gloucester North)	r (1	Zone 6 Forest No		Zone 7 Tewkesbu		Zone 8 (Eveshan	n)	Zone 9 (Stroud		Zone (Cirenc		Zone 1 (Fores Centra	st (	Zone 1 (Forest S		Zone : Cam/Du		
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Heron Way, Abbeydale	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	
Newent	0.6%	13	0.0%	0		0		7	0.0%	0	0.0.0	0	0.0%	0		0		5	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	
Norton Garden Centre, Tewkesbury Road, Gloucester	0.3%	6	0.0%	0	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%	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	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Overross Industrial Estate, Ross-on-Wye	0.0%	0	0.0%	0	0.0%	0	0.7%	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	0.0%	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	1.2%	1	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	0.7%	1	0.0%	0	0.0%	0	
Rudford	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	
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	2.7%	2	
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, Priors Road, Oakley, Cheltenham	0.0%	1		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	0.0%	0	
Solihull	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0		0		0		0		0		0	1.0%	1	
St Oswalds Retail Park, Gloucester	0.3%	7		0		2	0.0%	0	2.0%	3		0		0			2.5%	2		0	0.0%	0	
St Peters Garden Centre, Pear Tree Farm, Worcester	0.1%	1		0		0	0.0%	0	0.0%	0		1	0.0%	0			0.0%	0		0		0	
Staunton	0.1%	3	0.0%	0		0	0.0%	0	2.0%	3	0.0%	0		0		0	0.000	0	0.0%	0	0.0%	0	
Staunton Garden Centre, Staunton Cross, Staunton	0.1%	2		0		0	1.6%	1	1.0%	1	0.0,0	0		0		0		0	0.07.0	0	0.0%	0	
Stonehouse	0.2%	5	0.0%	0		0	0.0%	0	0.0%	0		0		4		0		0	0.070	0	0.0%	0	
Sunnyside Garden Centre, Bristol Road, Dursley	0.0%	0		0		0	0.0%	0	0.0%	0		0		0		0		0		0	0.6%	0	
Teddington	0.0%	1	0.0%	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	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0		0		0		0		0		1	0.0%	0	
Tesco Superstore, St Oswalds Road, Gloucester	0.0%	1	0.07.0	0		1	0.0%	0	0.0%	0	0.0,0	0	0.0%	0		0		0	0.07.0	0	0.0%	0	
Tewkesbury Garden Centre, Mythe Road, Tewkesbury	0.2%	5		0		0	0.0%	0	4.0%	5		0		0		0		0	0.07.0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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											_												•
	Total		Zone 5C (Glouceste East)		Zone 5D (Gloucester North)	r (I	Zone 6 Forest Nor	'th) ('	Zone 7 Fewkesbu	ry)	Zone 8 (Evesham)	1	Zone 9 (Stroud)	1	Zone 10 (Cirencest		Zone 11 (Forest Central)	(	Zone 12 Forest So		Zone (Cam/Du		
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%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
hornbury	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	
Three Shires Garden Centre, Ledbury Road, Newent	0.4%	8	0.0%	0		1	7.8%	3	0.0%	0		0	0.7%	2		0		1	0.0%	0		0	
Foddington Garden Centre, Toddington, Cheltenham	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	
Гrago Mills, Liverton	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	
Гredington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	
Гwigworth	0.1%	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	
p 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	
'ale Gardens Limited, Birmingham Road, Badsey	0.1%	2	0.0%	0		0	0.0%	0	0.0%	0		2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Vhaddon	0.2%	4	0.0%	0		0	0.0%	0	0.0%	0		0	0.9%	2		0	0.070	0	0.0%	0	0.0%	0	
Vhitminster	0.7%	14	0.0%	0		0	0.0%	0	0.0%	0		0	2.5%	6		0	0.0%	0	0.0%	0	7.0%	5	
Vitney	0.0%	0	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, 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	1.3%	1	0.0%	0	
Wyevale Garden Centre, Evesham Road, Cheltenham	0.5%	10	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	
Wyevale Garden Centre, Fairford Road, Lechlade	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	
Wyevale Garden Centre, Haresfield, Stonehouse	1.4%	28	4.5%	9			0.0%	0	0.0%	0		0	3.4%	8		0		1	0.0%	0		1	
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	0.7%	1	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	0.0%	0	0.0%	0	
Vyevale 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	2.8%	2	
Vyevale 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	0.5%	0	0.0%	0	0.0%	0	
Wyevale Garden Centre, Shurdington Road, Brockworth	0.8%	17	5.4%	11	1.4%	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	

Less frequently

Weighted base:

shop

Mean:

Sample:

Don't do a MAIN FOOD

(Don't know / varies)

0.3%

7.0%

0.6%

0.0%

3.2%

0.0%

141

11

1.05

2009

2008

0 0.0%

6

0

1.06

204

100

4.2%

1.1%

0 0.0%

5 7.4%

1

1.13

112

101

0 0.0%

3 3.3%

0 1.7%

1.00

45

100

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#### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Total Zone 5C Zone 5D Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 (Gloucester (Gloucester (Forest North) (Tewkesbury) (Evesham) (Stroud) (Cirencester) (Forest (Forest South) (Cam/Dursley East) North) Central) Wyevale Garden Centre. 0.2% 0.0% 0.7% 0 3 0.0% 0 0.0% 0.0% 0.0% 0 0 0.0% 0.0% 0.0% 1.5% 0 Waterside, Nailsworth 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 0.6% 0 13 14.9% 30 9 7 (Don't do) 14.5% 291 7.8% 16 13.6% 15 13.8% 6 10.4% 3.8% 8.6% 9 16.5% 14 21.7% 23 9.3% 4.4% 89 2.2% 4 11.1% 12 7.9% 5.5% 7 1.4% 3 3.2% 7 6.1% 6 5.8% 5 0.5% 1 11.4% 9 (Can't remember) 4 2009 204 112 45 126 202 234 105 85 107 Weighted base: 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? 25 1.5% 2 0.6% 0.0% 0 0.0% 0.8% Everyday 1.2% 1.4% 3 2 1.9% 0.8% 0.9% 0.0% 7 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% 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% 52 63 68.6% 7 Once a fortnight 7.2% 144 3.3% 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% 6 108 5.4% 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 Once a month 7 2 0.0% 0 0.0%

0 0.6%

4

2

1.13

126

100

6.0%

0.0%

1 0.7%

12

0

0.93

202

101

7.9%

0.0%

19 13.6%

0

1.02

234

100

0.0%

0 0.5%

9

0 1.6%

0.91

85

100

6.6%

14 10.3%

0 0.0%

1.01

105

100

1 0.0%

7 10.2%

2 1.0%

0.90

107

101

0

8

1

1.02

76

100

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# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

Oucester Road		Total		Zone 50 (Glouces East)	ter	Zone 51 (Glouces North)	ter (	Zone 6 Forest No		Zone 'Tewkesb		Zone 8 (Eveshan		Zone (Strou		Zoı (Cireı	ne 10 nceste		Zone 11 (Forest Central)	(1	Zone 1 Forest So		Zone Cam/Du	
Oucester Road				ehold's n	nain	food sho	ppin	g?																
Gloucester Road   1.8%   33   0%   0   0.0	Aldi, Bristol Road,	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
wksehury Teweksbury Road, 2 6% 49 0.0% 0 12 6% 14 0.0% 0 1.7% 2 0.0% 0 0	Gloucester	1.00/	22	0.00/	0	0.00/	0	0.00/	0	26.00/	22	0.00/	0	0.00/	0	0.00	0/	0	0.00/	0	0.00/	0	0.00/	0
Tewekspury Road, 2.6% 49 0.0% 01 12.6% 14 0.0% 01 1.7% 2 0.9% 2 0.0% 0 0	· ·	1.8%	33	0.0%	U	0.0%	0	0.0%	U	26.8%	33	0.0%	0	0.0%	U	0.0	%	U	0.0%	0	0.0%	0	0.0%	Ü
Bruton Way,   3.7%   69   5.4%   11   6.8%   7   2.8%   1   0.0%   0   0.0%	Aldi, Tewkesbury Road,	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
Duesetter Survey Name Name Name Name Name Name Name Name	Cheltenham																							
Hatherly Lane,   Latherly Latherly Lane,   Latherly Latherly Lane,   Latherly Lane,   Latherly	sda, Bruton Way,	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
seltenham p. Abbotswood centre, 0.1% 2 1.0% 2 0.0% 0 0.0%		2.10/	40	0.00/	0	2.00/	2	2.10/	1	2.00/	4	0.00/	0	0.00/	0	0.00	0/	0	0.00/	0	0.00/	0	0.00/	0
Design Road, 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Cheltenham								•		4											U		
p, Bath Road, eltenham Road, eltenha	o-op, Abbotswood centre,	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
Elemana   Part   Color   Col		0.1%	2	0.0%	0	0.0%	Ω	0.0%	Ω	0.0%	Ω	0.0%	Ω	0.0%	0	0.00	0/0	0	0.0%	Ω	0.0%	Ω	0.0%	0
Inglewens, Gloucester p, Finlay Road,	Cheltenham	0.170	2	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.0	/0	U	0.070	U	0.070	U	0.070	Ü
p, Finalay Road, 0.0% 1 0.0% 0	Co-op, Cheltenham Road,	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
Oucster P. High Street, 0.0% 1 0.0% 0	Longlevens, Gloucester	0.00/		0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/		0.00/		0.00	0./		0.00/	0	0.00/	0	0.00/	0
p, High Street, vkesbury p, Lackhampton Road, 0.1% 1 0.0% 0 0.0%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	Ü	0.0%	0	0.0%	0	0.0%	Ü	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
Weesbury p. Lockhampton Road, p. Roa	Co-op, High Street,	0.0%	1	0.0%	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
The control of the	Tewkesbury																							
p, London Road, ariton Kings, seltenham p, North Street, olight and the first of Road, and the first of Road, ariton Road, ariton Kings, seltenham p, North Street, olight and the first of Road, olight and the first o	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
Arriton Kings, eletenham p, North Street, p, Parton Road, michcombe p, Parton Road, michcombe golden Road, michor Broad, michology, michology	Co-op, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	%	0	0.0%	0	0.0%	0	0.0%	0
p, North Street,	Charlton Kings,																							
Inchcombe p. Parton Road, p. P	Cheltenham	0.00/		0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/		0.00/		0.00	0./		0.00/	0	0.00/	0	0.00/	0
p, Parton Road,		0.0%	1	0.0%	0	0.0%	0	0.0%	Ü	0.0%	0	0.0%	0	0.0%	Ü	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
p, Windyridge Road, 0.0% 1 0.0% 0 0.0	Co-op, Parton Road,	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
ymans Brook Estate, seltenham and, High Street, 0.1% 2 0.0% 0 0.0	Churchdown, Gloucester																							
Reltenham Ind., High Street, Ind., Oxbode, Gloucester Ind., Oxbode, Gloucest	Co-op, Windyridge Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	%	0	0.0%	0	0.0%	0	0.0%	0
nd, High Street, 0.1% 2 0.0% 0	Cheltenham																							
nd, Oxbode, Gloucester 0.2% 4 2.0% 4 0.0% 0	celand, High Street,	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
Bristol Road, 0.5% 9 2.5% 5 1.6% 2 2.1% 1 0.0% 0 0.	Cheltenham																							
Oucester  Eastern Avenue, 1.1% 20 5.2% 10 4.1% 4 0.7% 0 0.0% 0 0.	celand, Oxbode, Gloucester																							
Eastern Avenue, 1.1% 20 5.2% 10 4.1% 4 0.7% 0 0.0%		0.5%	9	2.5%	5	1.6%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
oucester Evesham Road, 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 0.0% 0 0.0% 0 shops Cleeve Grosvenor Terrace, 0.6% 11 0.0% 0 0	idl, Eastern Avenue,	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
shops Cleeve Grosvenor Terrace, 0.6% 11 0.0% 0 0.0%	Gloucester						•	,-	-	,-	,		-		Ü			-	,	-		,		
Grosvenor Terrace, 0.6% 11 0.0% 0 0.0	idl, Evesham Road,	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
neltenham	Bishops Cleeve	0.6%	11	0.004	0	0.00/	0	0.004	Ω	0.004	Λ	0.094	Λ	0.004	0	0.00	0%	0	0.094	Ω	0.004	Ω	Ω Ω0/	0
	Cheltenham	0.070	11	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	0	0.0	70	U	0.070	U	0.070	U	0.070	U
$\sigma_{\text{DHIPTy}}$ 1 cod, $\sigma_{\text{DHIPTy}}$ 0 code $\sigma_{\text{DHIPTy}}$ 0 cod	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

Table	
Marks and Spencer, High   1,9	
Street, Cheltenham Marks and Spencer, Southgate Street, Marks and Spencer, Southgate Street, Northgate St and Gloucester Quays, Gloucester	
Southgate Street Northgate Street Gloucester Quays Gloucester Quays Gloucester Quays Gloucester Northgate Street Gloucester Northgate	
Morrisons, Ashchurch Road,   1.6%   30   0.0%   0   2.5%   3   4.9%   2   20.5%   25   0.0%   0	Southgate Street, Northgate St and Gloucester Quays,
Morrisons, Glevum   Clethalma   Sainsbury, Samethilang   Sainsbury, Samethilang   Sainsbury, Samethilang   Sainsbury, Samethilang   Sainsbury, Sainsbury	
Morrisons, Kingshill,   0.0%   0   0.0%	Morrisons, Glevum Shopping Centre,
CRailway Triangle  CRailway Tr	Morrisons, Kingshill,
Cheltenham   Che	Morrisons, Metz Way (Railway Triangle),
Road, Up Hatherley, Cheltenham Sainsbury's, Barnett Way, 2.5% 46 14.1% 28 10.9% 12 1.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 2.8% 2 Barnwood, Gloucester Sainsbury's, Bath Road, 0.1% 1 0.0% 0	, , , , , , , , , , , , , , , , , , ,
Sainsbury's, Barnett Way, Barne	Road, Up Hatherley,
Cheltenham Sainsbury's, Gallagher Retail 3.9% 73 0.0% 0 1.4% 2 4.6% 2 9.3% 11 0.6% 1 0.0% 0 0	
Sainsbury's, Gallagher Retail 3.9% 73 0.0% 0 1.4% 2 4.6% 2 9.3% 11 0.6% 1 0.0% 0 0.0%	
Sainsbury's, Northgate 0.3% 6 0.8% 2 0.7% 1 0.0% 0	Sainsbury's, Gallagher Retail Park, Tewkesbury Road,
Sainsbury's, Priors Road, 1.8% 33 0.0% 0 0.0	Sainsbury's, Northgate
Sainsbury's, St Ann Way, 2.4% 44 3.1% 6 3.6% 4 6.8% 3 3.1% 4 0.0% 0 1.6% 3 0.0% 0 1.5% 1 1.5% 1 0.0% 0 Gloucester Quays, Gloucester Quays, Gloucester Stepress, Queens 0.1% 1 0.0% 0 0.0	Sainsbury's, Priors Road,
Road, Cheltenham Tesco Extra, Brockworth, 3.0% 57 19.3% 38 8.6% 9 1.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 0 0.0% 0 0.0% 0	Sainsbury's, St Ann Way, Gloucester Quays,
Tesco Extra, Brockworth, 3.0% 57 19.3% 38 8.6% 9 1.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 0 0.0% 0 0.0% 0	1 . ~
Gloucester	Cesco Extra, Brockworth, Gloucester Business Park,
Tesco Extra, Quedgeley 3.2% 60 5.7% 11 0.0% 0 0.7% 0 0.0% 0 0.0% 0 2.7% 6 0.0% 0 0.0% 0 0.0% 0 4.7% 3 District Centre, Bristol Road, Gloucester	District Centre, Bristol
Tesco Metro, Bishops Walk, 0.9% 17 0.0% 0 0.0% 0 1.0% 0 7.2% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.9% 4 0.0% 0	Tesco Metro, Bishops Walk,

	Tota	l	Zone 5 (Glouces East)	ster	Zone 5 (Glouces North	ster	Zone 6 (Forest No		Zone 7 Tewkesb		Zone 8 (Evesha		Zone (Stroug		Zone 1 (Cirences		Zone 11 (Forest Central	(	Zone 1 Forest So		Zone Cam/Du		
Tewkesbury																							
Tesco Metro, High Street, Cheltenham	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	
Tesco Superstore, Cheltenham Road,	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	
Churchdown Tesco Superstore, Church	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	
Road, Bishops Cleeve												Ü			21272							Ü	
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	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	
Way, Cheltenham 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	0.1%	1		0		0		0	0.0%	0		0	0.0%	0		0		0	0.6%	1	0.0%	0	
		4						0				0				0						0	
Cheltenham town centre	0.2%			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	-	0.00	-	0.0,0	0	0.0%	-	0.00	-	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		3	0.0%	0	0.0%	0	
Cirencester	0.8%	16		0		0		0	0.0%	0		0	0.0%		17.1%	16		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	1.3%	1	0.0%		
Evesham town centre	0.7%	14		0		0		0	0.0%	0		14	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Gloucester city centre Gloucester Quays (outlet centre), Gloucester	0.0% 0.1%	1 1		0		0	0.070	0	0.0% 0.0%	0		0	0.0% 0.0%	0		0	0.070	1	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	0.2%	1		0		0		0	0.0%	1		0	0.0%	0		0		0	0.0%	0	0.0%	0	
Monmouth	0.0%	3		0		0		0	0.7%	0		0	0.0%	0		0		0	2.9%	3	0.0%	0	
Pershore	0.2%	4		0		0		0	0.0%	0		4	0.0%	0		0		0	0.0%	0	0.0%	0	
Quedgeley (district centre),	0.2%	4		1		0		0	0.0%	0		0	0.6%	1		0		0	0.0%	0	0.0%	0	
Gloucester	0.40/	7	0.00/	0	0.00/	0	0.70/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	7.00/	_	0.60/	1	0.00/	0	
Ross on Wye	0.4%	7		0		0		0	0.0%	0		0	0.0%	0		0		6	0.6%	1	0.0%	0	
Stratford upon Avon Stroud	0.1%	2		0		0		0	0.0%	0		•	0.0%	0				0	0.0%	0	0.0%	0	
	0.3%	6		0		0		0	0.0%	0		0	2.6%	6		0		0	0.0%	0	0.7%		
Winchcombe	0.0%	0		0	0.00	0	0.070	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	
Internet / delivery	8.5%	159		8		1	8.4%	3	8.1%	10		18	9.8%	21			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	
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, Canners 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	

September 2015

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

, eighteu.																							September 20
	Total		Zone 5C (Gloucester East)	•	Zone 5D (Gloucester North)	· (1	Zone 6 Forest No		Zone ' Fewkesb		Zone 8 (Evesha		Zone 9 (Stroud		Zone 1 (Cirences		Zone 11 (Forest Central)	(	Zone 1 Forest So		Zone (Cam/Du		
Thornbury																							
Aldi, Spytty Road, 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	0.9%	1	0.0%	0	
Aldi, Swan Lane, Evesham	0.2%	5		0		0	0.0%	0	0.0%	0		4	0.0%	0		0	0.0%	0	0.0%	0		0	
Asda, King George's Way, Pershore	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	0.0%	0	
Asda, Naas Lane Link Road,	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	
Kingsway, Quedgeley																							
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	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	
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	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	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	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	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	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	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	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	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	0.6%	1	0.0%	0	
Co-op, Racecourse Road, Pershore	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	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	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	0.0%	0	
Co-op, The Marshes,	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	2.4%	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	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	0.0%	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	0.0%	0	
Eastleigh	0.1%	1		0		0	0.0%	0	0.0%	0		1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
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	
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	0.0%	0	
Iceland, Agincourt Square,  Monmouth	0.0%	1		Ö		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.7%	1	0.0%	0	

																							Бересивег 2
	Total		Zone 5C (Gloucester East)	•	Zone 5D (Glouceste North)		Zone 6 (Forest No		Zone 7 Fewkesbu	ıry)	Zone 8 (Evesha		Zone 9 (Stroud)	(	Zone 10 (Cirenceste		Zone 11 (Forest Central)		Zone 12 Forest Sou	th)(	Zone 13 Cam/Dursl		
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	7.9%	15	0.0%	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	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%		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	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	

	Total		Zone 5C (Glouceste East)	r	Zone 5D (Glouceste North)		Zone 6 Forest No	rth) (	Zone 7 Fewkesbu	ry)	Zone 8 (Evesham	)	Zone (Strou		Zone (Cirence		Zone 1 (Fores	st (	Zone (Forest S		Zone (Cam/Du		
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	
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	0.0%	0	0.9%	1	31.1%	31	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	

	Tota	ıl	Zone 5 (Glouce East	ster	Zone 51 (Glouces North)	ter (	Zone Forest N		Zone Tewkesb		Zone (Evesh		Zone (Stro		Zor (Cirer	ne 10 ncester	•)	Zone 11 (Forest Central)	(1	Zone : Forest S		Zone Cam/D	
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%	C	0.09	%	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%	C	0.0	%	0	1.8%	1	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	0.09	%	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%	C	0.09	%	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%	C	0.09	%	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	0.09	%	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%	C	0.09	%	0	0.9%	1	1.8%	2	0.0%	0
Waitrose, Sheep Street, Cirencester	1.2%	23	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	18.89		17	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%	C	0.09		0	0.6%	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%	C	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
Whole Foods Market, Gallagher Retail Park,	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	C	0.09	%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham (Can't remember)	0.7%	13	1.3%	3	0.7%	1	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.89	%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		1868 1823		198 96		108 96		41 90		122 96		190 93		215 90			91 35		76 85		100 93		68 86
Q21 How did you travel t Those that do top-up sh			•				-	ery'															
Car / van (as driver) Car / van (as passenger)	77.9% 12.4%	1331 212	69.8% 19.9%		77.6% 16.3%	83 17	79.8% 14.7%	30 6	77.9% 9.0%		75.6% 14.8%	130 25	81.8% 6.0%	159	80.89		71 9	88.4% 9.3%	56 6	77.2% 19.2%	64 16	88.3% 6.8%	54 4
Walk	6.4%	109	5.6%	11		4	5.5%	2	8.5%	10	7.3%	12	9.7%	19			7	2.2%	1	1.6%	1	2.4%	1
Bus	2.2%	38	4.7%	9		3	0.0%	0	4.5%	5	0.7%	1	1.4%	3			ó	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	1.1%	2			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
Train	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.09		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	0.7%	1	0.0%	0
Park and Ride	0.1%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	(			0	0.0%	0	0.7%	0	0.0%	0
Other	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	-	0.09		0	0.0%	0	0.0%	0	0.0%	0
Marin	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	1	0.070				0	0.070	0	0.070	0	0.070	0

1 0.0%

2 0.0%

172

86

0

0

194

85

0.0%

0.0%

0.0%

0.0%

88

82

0.0%

0.0%

64

74

0.0%

83

79

0.0%

0

0

62

81

Sample:

(Don't know)

Weighted base:

Mobility scooter / wheelchair

0.1%

0.3%

2

5

1709

1689

0.0%

0.0%

0.0%

0.0%

189

91

0.0%

0.0%

107

95

0 0.0%

0 0.0%

38 84 0 0.7%

0 1.0%

112

89

By Zone
Weighted:

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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	Total		Zone 5C Gloucester East)	r (	Zone 5D (Gloucester North)		ne 6 t North)	Zone (Tewkes)		Zone (Evesha		Zone (Strou		Zone 1 (Cirences		Zone 1 (Fores Centra	t (	Zone 1 Forest Se		Zone (Cam/D	
Q22Als (STORE MENTION Those that do top-up			ur usual	mai	in food st	ore?															
Yes No		679 85 190 15				97 89.59 10 10.59		89.3% 10.7%	109 13	92.7% 7.3%		87.1% 12.9%	188 28	94.5% 5.5%		93.3% 6.7%		87.9% 12.1%	88 12	92.1% 7.9%	
Weighted base: Sample:		868 823		98 96		)8 96	41 90		122 96		190 93		215 90		91 85		76 85		100 93		68 86

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# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Weighted:

	Total		Zone 5C (Glouceste East)		Zone 5D (Glouceste North)	er (	Zone 6 Forest No		Zone 7 Tewkesbu		Zone 8 (Eveshan	1)	Zone 9 (Stroud		Zone 1 (Cirences		Zone 11 (Forest Central)	(	Zone 12 Forest So		Zone 1 Cam/Du		
<b>Q22BWhich is your usual</b> Those whose last store				ir us	rual main fo	od s	store at Q2	22A															
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	0.0%	0	0.0%	0	
ldi, Gloucester Road Tewkesbury	1.6%	3	0.0%	0	7.5%	1	0.0%	0	17.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
sda, Bruton Way, Gloucester	5.3%	10	29.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	1	0.0%	0	0.0%	0	
sda, Hatherley Lane, 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	0.0%	0	0.0%	0	0.0%	0	
o-op, Bath Road, Cheltenham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Edinburgh Place, Cheltenham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	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	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	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
celand, 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	0.0%	0	0.0%	0	0.0%	0	
celand, Oxbode, Gloucester	1.3%	3	8.5%	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	
idl, Bristol Road, Gloucester	1.2%	2	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	
idl, Eastern Avenue, Gloucester	1.0%	2	6.6%	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	
idl, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
idl, Grosvenor Terrace, Cheltenham	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	
A&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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aarks and Spencer, High Street, Cheltenham	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	
forrisons, Ashchurch Road, Tewkesbury	3.2%	6	0.0%	0		0	0.0%		46.1%	6		0	0.0%	0			0.0%	0	0.0%	0		0	
Iorrisons, Glevum Shopping Centre, Abbeydale, Gloucester	0.9%	2	4.2%	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	8.7%	0	
forrisons, 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	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 50 (Gloucest East)		Zone 5D (Gloucester North)	· (I	Zone 6 Forest No		Zone 7 Fewkesbur	ry)	Zone 8 (Evesham)	)	Zone 9 (Stroud)	)	Zone 1 (Cirences		Zone 11 (Forest Central)		Zone 12 Forest So		Zone 1 (Cam/Du	
Sainsbury's, Barnett Way, Barnwood, Gloucester	0.7%	1	0.0%	0	7.5%	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
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	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	0.0%	0	0.0%	0	0.0%	0	27.3%	1	0.0%	0	0.0%	0
Sainsbury's, Priors Road,	0.9%	2	0.0%	0	7.5%	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
Oakley, Cheltenham 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	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	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	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	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	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	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	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	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	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	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	4.7%	1	0.0%	0
Cribbs Causeway	0.4%	1	0.0%	0		0	0.0%	0	0.0%	0	0.000	0	0.0%	0	0.0%	0		0	6.0%	1	0.0%	0
Evesham town centre	0.6%	1	0.0%	0		0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ross on Wye	0.8%	1	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		22.7%	1	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%	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	0.0%	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	22.6%	6	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	0.00	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
nternet / delivery	1.9%	4	0.0%	0		1	0.0%	0	0.0%	0		0	6.2%	2	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%		60.1%	3
Aldi, Swan Lane, Evesham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Highwood Lane, Bristol	0.3%	1		0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%		11.2%	1
Asda, King George's Way,	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 5C (Glouceste East)		Zone 5D (Glouceste North)	r (1	Zone 6 Forest Noi	rth) (	Zone 7 Tewkesbur	y)	Zone 8 (Evesham	)	Zone 9 (Stroud		Zone (Cirenc		(Fo	ne 11 orest otral)	(1	Zone 12 Forest Sou		Zone Cam/Du )		
Pershore	0.60/		0.00/	0	0.00/	0	0.00/	0	0.00/		0.20/		0.00/		0.00/	0	0.00	.,	^	0.00/	0	0.00/	0	
Chipping Campden Co-op, Cashes Green Road, Cainscross, Stroud	0.6% 1.1%	2	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	8.2% 0.0%	0	0.0% 7.6%	0		0	0.09		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%	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				11.9%	1	0.0%	0	
Co-op, The Marshes, Coleford	1.5%	3		0		0	0.0%	0	0.0%	0		0	0.0%	0			0.09			23.9%	3	0.0%	0	
Colesbourne	0.1%	0		0		0	0.0%	0	0.0%	0	0.00	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		0			0	0.0%	0		0	
Lidl, Love Lane, Cirencester Lidl, Parragate Road, Cinderford	0.5% 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	18.0% 0.0%	1 0	0.09 8.89		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	4.7%	1	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	0.09	%	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%	5	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	
Morrisons, Roman Way, Malvern	0.7%	1		0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0		0	
Morrisons, Station Street, Ross-on-Wye	0.2%	0			0.0%	0	7.1%	0	0.0%	0		0	0.0%	0			0.09		0	0.0%	0		0	
Sainsbury's, Dudbridge, Stroud	4.0%	8		0		0	0.0%	0	0.0%	0		0	27.5%	8			0.09		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%	0	0.0%	0	0.0%	0	0.09	<b>%</b> 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	53.9%	3	0.09	%	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%	0	0.0%	0	0.0%	0	0.09	%	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	
Tesco Superstore, High Street, Lydney	2.1%	4			0.0%	0	0.0%	0	0.0%	0		0	0.0%	0			0.09			32.3%	4	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			0.09		0	6.0%	1		0	
Tesco Superstore, Worcester Road, Evesham	0.6%	1		0		0	0.0%	0	0.0%	0		1	0.0%	0			0.09		0	0.0%	0		0	
Waitrose, London Road, Stroud Waitrose, Sheep Street,	2.7% 0.7%	5	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.0% 28.0%	0	0.09		0	0.0%	0	0.0%	0	

By Zone
Weighted:

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

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September 2015

	Total		Zone 50 (Glouces East)		Zone 5D (Glouceste North)	Zone r (Forest N		Zone 7 (Tewkesbur	ry)	Zone 8 (Eveshar		Zone 9 (Stroud		Zone 10 (Cirencesto		Zone 11 (Forest Central)	,	Zone 12 orest So		Zone 13 Cam/Durs	
Cirencester Waitrose, The Rosebird Centre, Stratford upon Avon (Don't know / varies)	0.9% 18.1%	2	0.0%	0	0.0%	0 0.0%	0	0.0%	0	12.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0% 10.6%	0	0.0%	0
Weighted base: Sample:	16.1%	190 191	39.1%	30 16		10 12	4 10	20.1%	13 11	0.0%	14 9	0.0%	28 13	0.0%	5	13.0%	5	10.0%	12 16	11.2%	5 5

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	Total		Zone 5C (Glouceste East)		Zone 5D (Glouceste North)		Zone 6 Forest No		Zone ' Fewkesb		Zone 8 (Eveshan		Zone 9 (Stroud		Zone (Cirenc		(F	ne 11 orest ntral)	(I	Zone 12 Forest So		Zone : Cam/Du		
23 Where do you do mo	ost of yo	ur to	p-up food	sh	opping?																			
ldi, 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	1%	0	0.0%	0	2.9%	2	
ldi, 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	1%	0	0.0%	0	0.0%	0	
di, Tewkesbury Road, Cheltenham	0.8%	16	0.0%	0		1	0.0%	0	3.5%	4		0	0.0%	0		0			0	0.0%	0		0	
a, Bruton Way, lloucester	1.9%	38	8.6%	17		2	0.7%	0	0.0%	0		0	0.0%	0		0			0	0.7%	1	1.0%	1	
, Hatherley Lane, neltenham	1.4%	29	0.0%	0		0	1.1%	0	0.0%	0		0	0.0%	0			0.0		0	0.0%	0		0	
op, The Green, Bishops eeve	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0			0.0		0	0.0%	0		0	
op, Abbotswood centre, Brockworth, Gloucester op, Bath Road,	0.3%	7 14	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	
Cheltenham -op, Cheltenham Road,	0.7%	9	0.0%	0		9	0.0%	0	0.0%	0		0	0.0%	0			0.0		0	0.0%	0		0	
onglevens, Gloucester op, Finlay Road,	0.1%	2	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0			0	0.0%	0		0	
Floucester op, Gloucester Road,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0			0	0.0%	0		0	
ansdowne, Cheltenham op, Hesters Way,	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	1%	0	0.0%	0	0.0%	0	
Cheltenham op, High Street,	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	1%	0	0.0%	0	0.0%	0	
ewkesbury op, High Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	1%	0	0.0%	0	0.0%	0	
redworth, Gloucester op, Hillview Parade,	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	1%	0	0.0%	0	0.0%	0	
Hucclecote, Gloucester op, Hucclecote Road, Houcester	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	1%	0	0.0%	0	0.0%	0	
op, Leckhampton Road, heltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	1%	0	0.0%	0	0.0%	0	
op, London Road, harlton Kings, heltenham	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	1%	0	0.0%	0	0.0%	0	
op, Montpellier Road, heltenham	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	1%	0	0.0%	0	0.0%	0	
p, North Street, inchcombe	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	1%	0	0.0%	0	0.0%	0	
p, Northway Lane, wkesbury	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	1%	0	0.0%	0	0.0%	0	
op, Parton Road, hurchdown, 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	1%	0	0.0%	0	0.0%	0	

Weighted:

	Total		Zone 50 (Gloucest East)		Zone 5D (Glouceste North)		Zone 6 Forest No		Zone 7 Tewkesbu		Zone 8 (Evesham	1)	Zone 9 (Stroud)	(	Zone 10 Cirencest		Zone 11 (Forest Central)	(]	Zone 12 Forest Sou		Zone 1 Cam/Dui )	
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, Abbeydale, 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

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Bainsbury Salha Road, 0,3% of 0,0% of
Chelenham Sainsbury's, Collagher Retail Park, Tewkesbury Road, Chelenham Sainsbury's, Northgate 0.5% 1.4% 0.5% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0
Sainsburys, Gallagher Retail 1.2% 24 0.0% 0
Strieght Circle
California   Cal
Gloucester Quays, Gloucester Tesco Express, Easterm
Avenue, Gloucester Tesco Express, Hewlett Casco Express, Lysons
Road, Čheltenham  Tesco Express, Lysons
Avenue, Bristol Road, Gloucester Tesco Express, Mead Road, 0.4% 7 3.7% 7 0.0% 0
Tesco Express, Mead Road, 0.4% 7 3.7% 7 0.0% 0 0.0%
Tesco Express, Old 0.3% 6 0.8% 2 1.9% 2 0.0% 0 0.0%
Tesco Express, Queens 0.4% 7 0.0% 0 0
Gloucester Business Park, Gloucester Tesco Extra, Quedgeley 2.6% 53 3.7% 7 0.0% 0 0.7% 0 0.0% 0 0.0% 0 2.5% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 District Centre, Bristol Road, Gloucester Tesco Metro, Bishops Walk, 1.2% 23 0.0% 0 0.0% 0 1.8% 1 17.3% 22 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0
District Centre, Bristol Road, Gloucester Fesco Metro, Bishops Walk, 1.2% 23 0.0% 0 0.0% 0 1.8% 1 17.3% 22 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, 1.2% 23 0.0% 0 0.0% 0 1.8% 1 17.3% 22 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0
Tesco Metro, High Street, 0.6% 11 4.2% 9 0.0% 0 0.0
Tesco Superstore, 0.8% 16 0.0% 0 13.2% 15 0.9% 0 0.0% 0 0.
Fesco Superstore, Church 1.6% 32 0.0% 0 0.0% 0 0.0% 0 3.9% 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 Road, Bishops Cleeve
esco Superstore, Colletts 1.4% 28 0.0% 0 0.0
Tesco Superstore, St 1.2% 24 1.0% 2 9.7% 11 6.9% 3 1.3% 2 0.0% 0 0.0% 0 0.0% 0 2.1% 2 0.0% 0
Waitrose, Honeybourne 1.6% 33 0.0% 0 0.7% 1 1.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 1 0.0% 0

Weighted:
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	Total		Zone 5C (Gloucester East)	r	Zone 5D (Glouceste North)	er (1	Zone ( Forest No		Zone 7 Tewkesbu		Zone 3 (Evesha		Zone 9 (Stroug		Zone (Cirence		Zone 1 (Fores Centra	st (	Zone 1 Forest So		Zone 1 Cam/Du )		
Way, Cheltenham																							
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	
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	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	
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	
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	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	0.0%	0	20.4%	21	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	0.8%	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	0.0%	0	0.0%	0	2.7%	2	
Evesham town centre	2.0%	40	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	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	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	0.0%	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	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	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	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	0.0%	0	
loss 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	0.8%	1	1.2%	1	0.0%	0	
tow 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	0.0%	0	
tratford 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	0.0%	0	
troud	0.9%	18	0.0%	0	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	
windon town centre	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	
ewkesbury	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	0.0%	0	
Jpton-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	0.0%	0	
Vinchcombe	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	
nternet / delivery	1.0%	21	0.0%	0		0		0	1.8%	2	5.0%	10	0.0%	0		1	0.5%	0	0.0%	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	0.0%	0	
Aldi, Cricklade Road, Cirencester	0.3%	6		0		0		0	0.0%	0		0	0.0%	0		6		0		0	0.0%	0	
Aldi, Horseshoe Lane, Thornbury	0.1%	1			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	1.7%	4	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
ndoversford	0.1%	1	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	2.0%	3	2.5%	5	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		1	0.0%	0	
sda, 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	
shleworth	0.2%	4	0.0%	0		0	0.0%	0	3.0%	4	0.0%	0	0.0%	0		0		0		0	0.0%	0	
adsey	0.1%	1	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	
erkeley	0.1%	1	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	0.5%	1	0.0%	0	
Bisley	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	
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	0.7%	1	0.0%	0	

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	Total		Zone 5C (Glouceste East)		Zone 5D (Glouceste North)	r (1	Zone 6 Forest No		Zone 7 Fewkesbu	ry)	Zone 8 (Evesham)		Zone 9 (Stroud		Zone (Cirence			Zone 11 (Forest Central)	(I	Zone 12 Forest So		Zone Cam/D	
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	-	0.0%	0	0.8%	1	0.0%	0
rierley	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
ookthorpe	0.0%		0.0%	0	0.0%	0		0		0	0.0%	0		0		0		0.5%			0	0.0%	0
		1					0.0%		0.0%				0.0%						0	0.0%			
lgens, 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
dgens, 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
adgens, 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
arlton 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
edworth	0.1%	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
ipping 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
urchdown		_		0		2		-			0.7%	0							0		0	0.0%	0
	0.1%	2 7	0.0%			0	0.0%	0	0.0%	0		0	0.0%	0 7		0		0.0%		0.0%			-
o-op, Alkerton Cross, Eastington	0.4%	/	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	3.1%	/	0.0%	0	) (	0.0%	0	0.0%	0	0.0%	0
op, Burford Road, Jarebushes, 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
op, Cashes Green Road,	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
Cainscross, Stroud -op, Church Street,	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
heltenham				-	,.										,.								
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
op, Dockham Road,	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	7.5%	6	0.0%	0	0.0%	0
Cinderford -op, High Street, Chipping	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
ampden	0.00/		0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/		0.00/		0.00/	0		0.00/	0	0.00/	0	0.00/	0
op, High Street, loucester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	) (	0.0%	0	0.0%	0	0.0%	0
op, High Street, Aitcheldean	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	6.8%	6	0.0%	0	0.0%	0
o-op, High Street,	0.1%	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
Moreton-in-Marsh	0.90/	16	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	C 00/	1.0	0.004	0		0.00/	0	0.00/	0	0.00/	0
-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
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
op, Manchester House,	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	1.6%	1	0.0%	0	0.0%	0
ligh Street, Newent	0.00/		0.00/		0.004		0.00/		0.004		0.004	_	0.007	_	0.05:			0.00/		0.004		0.06:	
op, Market Place, airford	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
op, Market Square,	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
lewent op, Newern Street,	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
ydney				-	,.																		
o-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

	Total		Zone 5C (Glouceste East)		Zone 5D (Glouceste North)	er (I	Zone 6 Forest No	rth) (	Zone 7 Tewkesbu	ry)	Zone 8 (Evesham)	)	Zone 9 (Stroud			Zone 10 Girenceste		Zone 1 (Fores Centra	t (	Zone : Forest S			ne 13 Dursley )	
Upton-on-Severn	0.407		0.004		0.004		0.004		0.004		0.004		0.00/			0.004		0.004		0.00/		4.04		
o-op, Rosebery Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	1.89	% 1	
Dursley	0.50/	10	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0		0.00/	0	0.00/	0	0.00/	0	12.00	v 10	
o-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%		13.89		
-op, Slad Road, Stroud	0.2%	3	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			
op, Station Road, ourton-on-the-Water	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	0.09	% 0	)
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	5.3%	5	6.8%	7	0.09	% 0	)
o, The Square, Stow On e 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	)
o, Valley Road, derford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	6.1%	5	0.0%	0	0.0	% 0	)
ev	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	1.09	% 1	
bourne	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0			)
atter, The Cotsword	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0			
utter, Wheatpieces trict Centre, vkesbury	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	0.09	% 0	)
Farm Shop, Stoke ad, 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	0.0%	0	0.0%	0	0.09	% 0	)
ombe	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	3	0.0%	0	0.0%	0	0.0%	0	0.09	% 0	)
ton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	2	0.0%	0	0.0%	0	0.0%	0	0.09	% 0	)
	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	2	0.0%	0	0.0%	0	0.0%	0	0.09	% 0	)
n Farmshop, am Road, Evesham	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	0.09	% 0	)
rd	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	0.09	% 0	)
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	0.69	% 0	)
ods, Bristol Road, geley	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	0.09	% 0	)
foods, Coronation uare, 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	0.09	% 0	)
foods, Eastern Avenue, oucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	0.09	% 0	)
wicke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	)	0.0%	0	0.0%	0	0.0%	0	0.09	% 0	)
ted	0.1%	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			
n	0.1%	1	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0			
h	0.0%	1	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0			
argains, Merrywalks	0.1%	2		0		0	0.0%	0	0.0%	0	0.0%	0	0.7%	2		0.0%	0	0.0%	0	0.0%	0			
bourne	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	0.09	% 0	)
cote	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			
V	0.1%	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			
nd, Edinburgh Place, eltenham	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			

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	Total		Zone 5C (Glouceste East)		Zone 5D (Gloucester North)	. (1	Zone 6 Forest No	rth) (	Zone 7 Tewkesbur	y)	Zone 8 (Evesham	1)	Zone 9 (Stroug			one 10 encest		Zone 1 (Fores Centra	t (	Zone 1 Forest So		Zone (Cam/Di	
Iceland, High Street, 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
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	0.0%	0	6.	9%	7	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	0.	0%	0	11.3%	10	1.6%	2	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	5.0%	5	0.0%	0
ittledean	0.0%	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
ondis, Folly Lane, Uplands, Stroud	0.1%	2		0		0	0.0%	0	0.0%	0	0.0%	0	0.7%	2		0%	0	0.0%	0	0.0%	0		0
ondis, 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	0.7%	1	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	6.0%	5	0.0%	0	0.0%	0
/dbrook	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0%	0	1.1%	1	0.0%	0		0
ks and Spencer, Dyer	0.0%	4		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0%	4	0.0%	0		0		0
reet, Cirencester																							
arks and Spencer, Eastgate Street, Gloucester	0.1%	2		2		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0%		0.0%	0	0.0%	0		0
Iarks and Spencer, Evesham Shopping Park,	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%	0
Evesham  Marks and Spencer, The	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0%	0	0.0%	0	0.0%	0	0.6%	0
Mall Cribbs Causeway, Patchway, Bristol	0.004		0.004		0.004		0.004		0.004		0.004		0.004			004		0.004		0.50		0.007	
lilkwall	0.0%	1	0.0%	0	0.00	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0%	0	0.0%	0	0.5%	1		0
nchinhampton	0.5%	11	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
sterworth	0.0%	1		0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0%	0	0.0%	0		0		0
eton-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
sons Local, Dyer eet, 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
orrisons, 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%	0
rrisons, Eldene Drive, windon	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
orrisons, 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

	Total		Zone 50 (Glouces East)	ter	Zone S (Glouce North	ster	Zone 6 (Forest No		Zone 7 Tewkesbu	ry)	Zone 8 (Evesham)		Zone 9 (Stroud			Zone 10 rencester	r)	Zone 11 (Forest Central)	(	Zone 1 Forest So		Zon Cam/I	
Nailsworth																							
Morrisons, Station Road, 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%	5 1
Morrisons, Station Street, Ross-on-Wye	0.1%	3	0.0%	0	0.0%	(	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Newent	0.3%	6	0.0%	0	0.0%	(	12.7%	6	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5 0
Newnham on Severn	0.1%	1	0.0%	0		Ò		0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	1.2%	1	0.0%	0	0.0%	
Nisa, Broad Street, Newent	0.0%	0	0.0%	0		Č		0	0.0%	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%	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5 0
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	0.5%	1	0.0%	6 0
Nisa, High Street, Twyning	0.1%	2	0.0%	0	0.0%	(		0	1.7%	2	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Nibley	0.0%	1	0.0%	0	0.0%	(	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.89	5 1
Northleach	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
One Stop, Elmgrove Road East, 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	0.0%	5 0
One Stop, High Street, Chipping Campden	0.1%	1	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%	5 0
One Stop, Kingsholm 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%	5 0
One Stop, Phillimore Road, 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%	5 1
One Stop, Salter Street, Berkeley	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	10.4%	8
Pendock	0.1%	1	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
rippins, Broad Street, Newent	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%	5 0
Premier, High Street, Prestbury, Cheltenham	0.1%	2	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
Premier, Main Street, 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	0.8%	1	0.0%	0	0.0%	0
Premier, Matson 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
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
Ruardean	0.1%	3	0.0%	0		(		0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	3.5%	3	0.0%	0	0.0%	
Sainsbury's Local, Barton Street, 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%	
Sainsbury's Local, 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
Sainsbury's, Castle Street, Dursley	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	14.4%	5 11
Sainsbury's, Dudbridge, Stroud	2.8%	56	0.0%	0	0.0%	(	0.0%	0	0.0%	0	0.0%	0	23.8%	56	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	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	1.9%	5 1
Shell Service Station,	0.1%	2	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

Total   Zone 5C	
Eastington Shurdington 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	
iddington 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	
par, Badsey Fields Lane, 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	
Evesham	
par, Broadway Lane, South 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	
Cerney	
par, Caernavon Court, 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	
Hatherley, Cheltenham	
par, High Street, Badsey 0.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0	
par, High Street, 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	
Mark's 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% 0	
Equation 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 0.0% 0	
onehouse 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	
roud #096 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	
esco Express, Chesterton 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	
Lane, Chesterton	
esco Express, Grange 0.1% 3 1.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	
esco Express, High Street, 0.0% 1 0.0% 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 Coleford	
sco Express, High Street, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 1 0.0% 0 0.0%	
esco Express, London 0.1% 3 0.0% 0 0.9% 1 0.0% 0 0.	
esco Express, Manchester 0.4% 7 0.0% 0 0.0%	
esco Express, Stratford 0.4% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.5% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Paganhill, Stroud	
esco Extra, Kings Meadow, 1.2% 23 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 21.3% 22 0.0% 0 0.0% 0 0.0% 0 Cricklade Road,  Circhester	
Seco Metro, Farrell Close, 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 Cirencester	
esco Superstore, Fosse 0.3% 7 0.0% 0	
sco Superstore, High 0.9% 17 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 17.2% 13 Street, Cam, Dursley	
sco Superstore, High 1.6% 32 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 28.2% 30 0.0% 0 Street, Lydney	
sco Superstore, Midland 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 Way, Thornbury, Bristol	
esco Superstore, Orchard 0.1% 2 0.0% 0 0.0% 0 4.4% 2 0.0% 0 0.0%	

	Total	l	Zone : (Glouce East	ester	Zone : (Glouce North	ster (	Zone Forest N		Zone Tewkesh		Zone (Evesha		Zone (Stro		Zone (Cirence		Zon (For Cent	est	Zone (Forest		Zon Cam/I	
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
Uley	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%	
Upper Rissington	0.2%	5	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	0.0%	0	0.5%	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
Willersey	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	0.0%	0	0.7%	1	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	0.6%	
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%	0		4	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		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: Sample:		2009 2008		204 100		112 101		45 100		126 100		202 101		234 100		105 100		85 100		107 101		76 100

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September 2015

# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

weighteu.											10.		D										September
	Tota	1	Zone 5 (Glouce East	ester	Zone : (Glouce North	ster (	Zone Forest N		Zone Tewkes		Zone (Evesh		Zone (Strou		Zone (Cirence		Zone 1 (Fores Centra	st (	Zone Forest S		Zone Cam/Di		
Q24AWhich of the following Those who live in Zones				centr	es in th	e Che	ltenhan	n area	is near	est to	you? [l	PR]											
Coronation Square	15.6%	64	0.0%	0	0.0%	0	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 and The Suffolks	21.4%	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	
Jphatherley at Caernarvon Road / Shurdington Road	7.8%	32		Ö		0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
ixways at London Road in Charlton Kings	10.4%	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	0.0%	0	
ishops Cleeve	14.9%	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%	0	0.0%	0	
Eingsditch	17.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oon't know)	13.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Veighted base:		411		0		0		0		0		0		0		0		0		0		0	
ample:		504		0		0		0		0		0		0		0		0		0		0	
224B Which of the following Those who live in Zones	-			centr	es in G	louces	ster is n	eares	t to you	i? [PR]	l												
rockworth	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	0.0%	0	
uedgeley District Centre	28.6%	144		38		8	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
bbeydale District Centre (Glevum Way)	23.9%	120		83	8.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	
ingsway Oon't know)	5.7% 14.1%	29 71	2.2% 5.0%	4 10	5.3% 25.2%	6 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%	0	0.0% 0.0%	0	
/eighted base:		502		204		112		0		0		0		0		0		0		0		0	
ample:		401		100		101		0		0		0		0		0		0		0		0	
Mean score: [Numbe	er of vis	its pe	r week]																				
Q25AHow often do you us Those who live in Zones			•	LER C	HELTE	NHAN	I CENTI	RE ME	NTION	ED AT	Q24A)	for ea	ch of th	e foll	owing a	activiti	es? [PR	]					
Food shopping																							
very 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	
lore 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	
nce 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	0.0%	0	
nce 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	0.0%	0	
nce 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	0.0%	0	
ever	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	0.0%	0	
Oon'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	0.0%	0	
		0.06		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Tean:		0.86		0.00		0.00								0.00									

	Tota	l	Zone : (Glouce East	ester	Zone s (Glouce North	ster (	Zone Forest N		Zone Tewkesl		Zone (Evesh		Zone (Strou		Zone (Cirenco		Zone 1 (Fores	st (	Zone Forest S		Zone Cam/Dı	
Non-food shopping	g																					
Every day	2.0%	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
More than once a week	6.0%	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%	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%	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%	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%	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%	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	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
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
Services (post offi	ce, bank,	build	ing soc	iety, e	etc)																	
Every day	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	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	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	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	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	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	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	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
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
Leisure activities																						
Every day	1.6%	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	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%	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%	0	0.0%	Ö	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%	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%	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	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	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
		411		0		0		0		0		0				0		0		0		0
Weighted base:		411		0		0		0		0		0		0		0		0		0		0

Weighted: for DPDS September 2015

	Tota	ıl	Zone (Glouc Eas	ester	Zone (Glouce Nort	ester (	Zone Forest N		Zone Tewkes		Zone (Evesh		Zone (Strou		Zone (Cirence		Zone (Fore Centra	st (	Zone Forest S		Zone Cam/Du	
Mean score: [Num	ber of vis	its pe	r week	]																		
<b>Q25BHow often do you</b> <i>Those who live in Zoo</i>				LER (	GLOUCI	ESTER	CENT	RE ME	NTION	ED AT	Q24B)	for ea	ch of tl	ne follo	owing a	activiti	es? [PR	<b>?</b> ]				
Food shopping																						
Every day More than once a week Once a week Once every two weeks Once a month or less Never (Don't know) Mean: Weighted base:	1.9% 9.5% 26.3% 6.5% 16.0% 28.4% 11.5%		12.9% 35.8% 9.5% 15.8% 20.0%	32	0.7% 19.5% 3.1% 14.8% 47.6% 14.3%	0 1 22 3 17 53 16 0.27	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 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0
Sample:		401		100		101		0		0		0		0		0		0		0		0
Non-food shopping	ıg																					
Every day More than once a week Once a week Once every two weeks Once a month or less Never (Don't know)	0.2% 4.4% 10.5% 2.3% 19.9% 50.6% 12.1%	11 100	10.6% 12.6%		0.0% 6.4% 1.9% 13.3% 65.1%	0 0 7 2 15 73 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%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	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
Weighted base: Sample:		502 401		204 100		112 101		0		0		0		0		0		0		0		0
Services (post off	ice, bank,	buila	ling soc	ciety, e	etc)																	
Every day More than once a week Once a week Once every two weeks Once a month or less Never (Don't know)	0.5% 0.5% 6.0% 1.5% 14.1% 63.8% 13.7%	8	0.6% 10.3% 0.8% 16.1% 65.1%			0 0 0 0 8 88 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%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	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
Weighted base: Sample:		502 401		204 100		112 101		0		0		0		0		0		0		0		0

Sample:

0

### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

	Tota	l	Zone : (Glouce East	ester	Zone S (Glouce North	ster	Zone (Forest N		Zone Tewkes		Zone (Evesha		Zone (Strou		Zone (Cirence		Zone 1 (Fores Centra	t (1	Zone Forest S		Zone : Cam/Du )	
Leisure activities																						
Every day	1.0%	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
More than once a week	2.5%	13	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
Once a week	3.3%	16	3.9%	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
Once every two weeks	2.5%	13	5.2%	11	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
Once a month or less	7.9%	40	9.1%	19	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
Never	70.4%	354	68.2%	139	82.8%	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
(Don't know)	12.4%	62	6.8%	14	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
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

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

100

401

#### Q26AOverall, how do you rate the following aspects of the Centre at (SMALLER CHELTENHAM CENTRE MENTIONED AT Q24A)? [PR]

101

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

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

Very Good Good Poor Very poor Don't Know	13.5% 40.5% 13.7% 9.6% 22.7%	55 167 56 39 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: Sample:		411 504		0		0		0		0		0		0		0		0		0		0
Choice and quali	ty of super	marke	ets																			
Very Good	11.9%	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
Good	44.5%	183	0.0%	0	0.0%	0	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	14.3%	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	0.0%	0
Very poor	5.5%	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	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%	0	0.0%	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

September 2015

	Tota	nl	Zone : (Glouce East	ester	Zone (Glouc Nort	ester (	Zone Forest M		Zone Tewkes		Zone (Evesh		Zone (Strou		Zone (Cirence		Zone (Fore Centi	est (	Zone (Forest		Zone (Cam/D	
Choice and qual	ity of servi	ce fac	ilities (e	eg. Ba	nks, bu	iilding	societi	es, and	d travel	agen	ts)											
Very Good	8.3%	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
Good	29.9%	123	0.0%	0		0		0	0.0%	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%	0	0.0%	0	0.0%	0	0.0,0	0	0.0%	0
ery poor	15.3%	63	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0.0%	
on't Know	32.1%	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	0.0%	0	0.0%	0
ean:		0.02		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Veighted base:		411		0		0		0		0		0		0		0		0		0		0
ple:		504		0		0		0		0		0		0		0		0		0		0
Range and choic	e of leisur	e / ent	ertainm	ent fa	acilities																	
y Good	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
od	15.1%	62	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
r	20.9%	86	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
ry poor	20.0%	82	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0,0		0.0%	
i't Know	38.1%	157	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
an:		-0.55		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
ghted base:		411		0		0		0		0		0		0		0		0		0		0
ole:		504		0		0		0		0		0		0		0		0		0		0
Accessibility by	public tran	sport																				
Good	8.7%	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
d	35.2%	145	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
	4.5%	19	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
poor	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%	
t Know	47.6%	196	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	
n:		0.76		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
ighted base:		411		0		0		0		0		0		0		0		0		0		0
le:		504		0		0		0		0		0		0		0		0		0		0
Accessibility by	car																					
y Good	17.3%	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	0.0%	0	0.0%	0
od r	49.6%	204	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				0
	3.5%	14	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
y poor	1.6% 28.1%	7 115	0.0% 0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0.0%	
ı't Know	20.1%		0.0%				0.0%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	
n:		1.08		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
eighted base:		411		0		0		0		0		0		0		0		0		0		0
nple:		504		0		0		0		0		0		0		0		0		0		0

September 2015

	Tota	al	Zone : (Glouce East	ster	Zone : (Glouce Nort	ester (	Zone Forest N		Zone Tewkes		Zone (Evesh		Zone (Strou		Zone (Cirence		Zone (Fore Centr	est (	Zone Forest S		Zone Cam/D	
Adequacy of park	ing arranç	gemer	nts																			
Very Good Good Poor Very poor Don't Know Mean: Weighted base: Sample:	12.9% 42.2% 11.8% 4.3% 28.8%	53 173 49 18 119 0.67 411 504	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00														
Quality of the env	ironment																					
Very Good Good Poor Very poor Don't Know	12.8% 52.0% 7.4% 5.2% 22.6%	53 214 30 22 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% 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
Weighted base: Sample:		411 504		0		0		0		0		0		0		0		0		0		0
Ease of pedestrial	n moveme	ent are	ound th	e cen	tre																	
Very Good Good Poor Very poor Don't Know <i>Mean:</i> Weighted base: Sample:	11.7% 57.9% 6.5% 1.3% 22.6%	48 238 27 5 93 0.93 411 504	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0.00														
The level of perso	nal secur	ity an	d safety	,																		
Very Good Good Poor Very poor Don't Know Mean: Weighted base:	13.5% 51.5% 5.8% 4.6% 24.6%	56 212 24 19 101 0.84 411	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0.00	0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0														

Weighted: September 2015

	Tota	ıl	Zone (Glouce Eas	ester	Zone (Glouce Nort	ester (	Zone Forest N		Zone Tewkes		Zone (Evesh		Zone (Strou		Zone Cirence		Zone (Fore	est (1	Zone Forest S		Zone Cam/Du	
Mean score: [Ve	ry Good = 2	2, God	d = 2, F	oor =	-1, Ver	y poor	= -2]															
Q26BOverall, how do Those who live in Z				spects	s of the	Centre	eat (S	MALL	ER GLO	OUCES	STER C	ENTRI	E MEN	ΓΙΟΝΕΙ	D AT Q	24B)?	[PR]					
Range and choice	ce of non-fo	od sl	ops																			
Very Good Good Poor Very poor Don't Know	4.1% 34.7% 21.7% 5.1% 34.3%	21 175 109 26 172	28.2% 10.5%	71 58 22	1.5% 18.8% 18.4% 0.0% 61.3%	2 21 21 0 69	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0														
Mean:		0.17		-0.04		0.09		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base: Sample:		502 401		204 100		112 101		0		0		0		0		0		0		0		0
Choice and qual	lity of super	rmark	ets																			
Very Good Good Poor Very poor Don't Know	11.2% 46.7% 12.1% 0.5% 29.6%	56 235 61 2 149	20.4% 0.8%	26 99 42 2 35	30.8% 7.7%	11 35 9 0 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%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0
Mean:		0.80		0.64		0.88		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base: Sample:		502 401		204 100		112 101		0		0		0		0		0		0		0		0
Choice and qual	lity of servi	ce fac	ilities (e	eg. Ba	nks, bu	ilding	societie	es, and	d travel	agent	s)											
Very Good Good Poor Very poor Don't Know Mean:	5.3% 24.1% 20.6% 7.4% 42.6%	26 121 103 37 214 -0.01	25.5% 31.9% 7.4%	65 15	4.7%	1 15 11 5 80 -0.11	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0														
Weighted base: Sample:		502 401		204 100		112 101		0		0		0		0		0		0		0		0

, eighteur																							Septemo
	Tot	al	Zone (Glouce Eas	ester	Zone (Glouce Nort	ester (	Zone Forest M		Zone Tewkes		Zone (Evesh		Zone (Stro		Zone (Cirence		Zone (Fore Centra	est (	Zone Forest S		Zone (Cam/Du		
Range and choi	ce of leisur	e/en	tertainm	nent fa	acilities																		
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%	0	
Good	18.3%	92		51		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	
oor	27.7%		37.6%		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%	0	
ery poor	7.1%	36		12		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	
on't Know	46.1%		30.1%		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%	0	
lean:		-0.41		-0.31		-1.04		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Veighted base:		502		204		112		0		0		0		0		0		0		0		0	
ample:		401		100		101		0		0		0		0		0		0		0		0	
Accessibility by	public trai	sport	,																				
ery Good	6.7%	33		18		2	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
ood	38.9%	195		95		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	
oor	4.0%	20		11		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	
ery poor	4.2%	21		12		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	
on't Know	46.3%		33.8%		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%	0	
lean:		0.74		0.70		0.33		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Veighted base: ample:		502 401		204 100		112 101		0		0		0		0		0		0		0		0	
Accessibility by	car																						
ery 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%	0	
Good	49.2%	247			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%	0	
oor	0.9%	4		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	
ery poor	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	0.0%	ő	
Oon't Know	29.3%		19.5%		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%	0	
Iean:		1.27		1.32		1.14		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Veighted base:		502		204		112		0		0		0		0		0		0		0		0	
ample:		401		100		101		0		0		0		0		0		0		0		0	
Adequacy of pa	rking arran	geme	nts																				
ery 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%	0	
Good	48.5%	243		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%	0	
Poor	5.4%	27		11		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	
ery poor	1.7%	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	
Oon'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%	0	
lean:		0.96		0.95		1.04		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Veighted base:		502		204		112		0		0		0		0		0		0		0		0	

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# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

,, erginear													_ ~									
	Tota	ıl	Zone (Glouce East	ester	Zone (Glouc Nort	ester (	Zone Forest N		Zone Tewkes		Zone (Evesh		Zone (Stro		Zone (Cirence		Zone (Fore Centr	est (	Zone Forest S		Zone Cam/Dı	
Quality of the er	nvironment																					
Very Good Good Poor Very poor	8.2% 54.4% 7.0% 0.4%	41 273 35 2	56.1% 9.4%	31 115 19 0	43.7% 3.1%	6 49 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% 0.0% 0.0% 0.0%	0 0 0								
Don't Know	30.1%		19.2%		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%	0
Mean:		0.90		0.96		0.94		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base: Sample:		502 401		204 100		112 101		0		0		0		0		0		0		0		0
Ease of pedestr	ian moveme	ent ar	ound th	e cen	tre																	
Very Good Good Poor Very poor Don't Know	6.1% 56.6% 4.8% 0.2% 32.4%	30 284 24 1 163	69.0% 4.9% 0.0%	14 141 10 0 40	33.5% 5.3% 0.0%	3 38 6 0 66	0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 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:		0.94		0.96		0.81		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Veighted base: ample:		502 401		204 100		112 101		0		0		0 0		0 0		0		0 0		0		0 0
The level of pers	sonal secur	ity an	d safety	′																		
Very Good Good Poor Very poor Don't Know	7.4% 52.9% 3.7% 0.5% 35.5%	37 266 19 3 178	3.9% 1.2%	16 127 8 3 50	36.2% 2.0% 0.0%	3 41 2 0 66	0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 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:		0.98		0.96		0.98		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Veighted base: ample:		502 401		204 100		112 101		0		0		0		0		0		0 0		0		0
<b>Q27ADo you use Glo</b> Those who live in 2	•			hoppi	ng?																	
Yes No	81.1% 18.9%	408 95		151 54	92.9% 7.1%		0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0 0		0	0.0% 0.0%	0
Weighted base: Sample:		502 401		204 100		112 101		0		0 0		0 0		0 0		0		0 0		0		0 0

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# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

	Total		Zone 5 (Glouces East)	ster	Zone 5I (Gloucest North)	ter (	Zone ( Forest No		Zone 7 Fewkesbu	ry)	Zone 8 (Eveshar		Zone 9 (Stroud		Zone 1 (Cirence		Zone 1 (Forest	t (	Zone 1 Forest So		Zone Cam/D	
<b>Q27BWhy do you not use</b> Those who don't use Gl			•			-	[MR]														,	
Enough choice in the local Quedgeley area	5.5%	5	3.0%	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
Not easy to get to	9.7%	9	12.4%	7	12.2%	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
Not enough choice	21.6%	21	24.7%	13	36.5%	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
Prefer other town centres	39.8%	38	47.8%	26	51.3%	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
Too far away	4.2%	4	0.0%	0	12.2%	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
Other	9.6%	9	10.9%	6	9.5%	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
Difficult / expensive parking	5.8%	5	3.0%	2	9.5%	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
No reason to go there	8.0%	8	2.4%	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
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	0.0%	0	0.0%	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	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		95		54		8		0		0		0		0		0		0		0		0
Sample:		77		28		8		0		0		0		0		0		0		0		0

weighteu.											101												September 20
	Tota	ıl	Zone 5 (Glouce East)	ster	Zone 5 (Glouce North	ster (	Zone Forest N		Zone 7 Tewkesbi		Zone 8 (Evesham	)	Zone 9 (Stroud		Zone 10 (Cirences		Zone 11 (Forest Central)	(	Zone 1 Forest So		Zone (Cam/D		
Q28AWhere do you norm Those who live in Zon				d eve	ning ent	ertain	ment?																
Bristol City Centre	2.9%	14	1.2%	3	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	
Cardiff City Centre	0.9%	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	0.0%	0	0.0%	0	
Cheltenham Town Centre	14.9%	75	20.2%	41	19.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	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%	0	0.0%	0	0.0%	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%	0	0.0%	0	0.0%	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%	0	0.0%	0	0.0%	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%	0	0.0%	0	0.0%	0	0.0%	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%	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	0.0%	0	0.0%	0	
Churchdown	0.3%	2	0.0%	0		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
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	0.0%	0	
Evesham	0.3%	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	
Hardwicke	0.1%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		Ö	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	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Longlevens	1.3%	6	1.0%	2		4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		Ö	0.0%	0	0.0%	0	0.0%	0	
Malvern	0.2%	1	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
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	
Saul	0.3%	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	
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%	0	0.0%	0	
Tewkesbury	0.8%	4	1.0%	2		2	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	0.0%	0	0.0%	0	
Upton St Leonards	1.1%	5	2.6%	5		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	6.4%	32	5.6%	12		6	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0		0	0.0%	0	
(NEVER do leisure or evening entertainment)	23.8%		23.1%	47		30	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		0	
Sample:		401		100		101		0		0		0		0		0		0		0		0	
Q28BDo you ever use G  Those who live in Zon		City		or lei		d eve	-	ertain		Ü	VER do leis		or evening	Ü	ertainment)		228A	Ü		Ü		· ·	
Yes	35.2%	107			32.0%	21	0.0%	0	0.0%	0		0	0.0%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base: Sample:		304 222		124 55		65 56		0		0		0		0		0		0		0		0	

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# Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Total   Clinester   Clineste	
Those who don't use Gloucester City Centre for leisure or evening entertainment at Q288  Enough choice in the local 1.5% 3 0.0% 0 0.0%	
Tanough choice in the local 1.5% 3 0.0% 0 0.	
Quedgeley area  of easy to get to  0.6%	
Not easy to get to 0.6% 1 1.8% 1 0.0% 0 0.0%	
Solution of the content of the conte	
refer other town centres 20.2% 40 21.9% 16 27.1% 12 0.0% 0	
of far away 2.9% 6 0.0% 0 3.4% 2 0.0% 0 0.0%	
ther 2.6% 5 1.8% 1 2.7% 1 0.0% 0 0.0%	
o particular reason	
ifficult parking 0.7% 1 0.0% 0	
on't feel safe there / 10.8% 21 12.2% 9 11.0% 5 0.0% 0 0.0	
anti-social behaviour don't go out in the evening 2.4% 5 2.8% 2 3.4% 2 0.0% 0 0	
n too old / disabled	
s more for young people 6.4% 13 12.2% 9 3.9% 2 0.0% 0 0.0%	
s not an attractive place to 5.5% 11 11.7% 8 2.7% 1 0.0% 0	
visit  ack of leisure facilities  2.7%  5 6.3%  4 0.0%  0 0.0%	
othing appeals to me there 8.3% 16 5.4% 4 2.2% 1 0.0% 0 0.	
ne Quays is better 4.2% 8 4.5% 3 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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	
Veighted base:       197       71       44       0	
ample: 154 38 36 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	
ample: 154 38 36 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	
30 When you go to Gloucester City Centre for ANY reason, how do you usually travel?	
ar/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	
ar / 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 0.0% 0	
Talk 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 0.0% 0 0.0% 0	
ark 9.8% 49 0.0% 0 7.3% 8 0.0% 0 0.0%	
axi	
0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070 0 0.070	
otorcycle 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	
ark 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 0.0%	
ther 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	
ever visit Gloucester City 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 0.0% 0 0.0% 0 Centre	
on'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 0.0% 0	
Veighted base: 502 204 112 0 0 0 0 0 0 0 0	
Sample: 401 100 101 0 0 0 0 0 0 0	

	Total		Zone 5 (Glouces East)	ster	Zone 5 (Glouces North	ter (	Zone 6 Forest No		Zone 7 Tewkesbu	ry)	Zone 8 (Evesham	1)	Zone 9 (Stroud		Zone 10 (Cirencest		Zone 11 (Forest Central)	()	Zone 12 Forest Sou		Zone Cam/Du		
Q31 Why is this your pref Those who chose a methor				[MR]																			
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		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	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	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	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	0.0%	0	
I like using the Park and Ride	0.2%	1	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	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	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	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	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	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	0.0%	0	
Don't have to park	1.5%	7	0.0%	0		3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	0.0%	0	
I have a bus pass / free travel	4.3%	20	7.3%	14		3	0.0%	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	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	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	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	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	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	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%	0	
Weighted base:		472		194		106		0		0		0		0		0		0		0		0	
		7/4		174		100		U		U		U		U		U		U		U		U	

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weighted:											10	1 1	Do										September 201
	Tota	al	Zone 5 (Glouce East)	ster	Zone 5 (Glouce North	ster	Zone (Forest N		Zone (Tewkesl		Zone (Evesh		Zone (Stro		Zone (Cirence		Zone 1 (Fores Centra	t (	Zone (Forest S		Zone (Cam/Du		
Q32 What would encount Those who live in Zone				este	r City Ce	entre	more of	ten? [	[MR]														
Nothing	34.2%	172			44.0%	49		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	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	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	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%	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	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	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%	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	0.0%	0	
More independent shops	3.1%	16		5		6		0		0		0		0		0		0		0		0	
Safer / better personal security	2.5%	13		9		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	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	0.0%	0	
A theatre	1.5%	8		1	3.5%	4		0		0		0		0		0		0		0	0.00	0	
Better quality shops / less cheap shops	3.1%	15		12		3		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	0.0%	0	
Cleaner streets	2.7%	14		9		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	
Free parking	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	
More events / entertainment	4.5%	23		18		1		0		0	0.0%	0		0		0	0.0%	0		0		0	
More music / live venues	1.6%	8		1		2		0		0	0.0%	0	0.0%	0		0		0		0		0	
Revamp / refurbish it	1.8%	9		3		2		0		0	0.0%	0		0		0		0		0		0	
(Don't know)	11.4%	57	13.7%	28		7		0		0	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	
GEN Gender of responde	ent																						
Male	36.4%		33.1%		33.4%	38			29.3%	37			37.1%	87		37		24		44	_,,,,,	22	
Female	63.6%	12/8	66.9%	13/	66.6%	15	66.7%	30	70.7%	89	56.6%	114	62.9%	14/	65.1%	68	71.8%	61	59.4%	64	70.6%	53	
Weighted base: Sample:		2009 2008		204 100		112 101		45 100		126 100		202 101		234 100		105 100		85 100		107 101		76 100	

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Total Zone 5C Zone 5D Zone 7 Zone 8 Zone 10 Zone 11 Zone 12 Zone 13 Zone 6 Zone 9 (Gloucester (Forest North) (Tewkesbury) (Evesham) (Forest (Forest South) (Cam/Dursley (Gloucester (Stroud) (Cirencester) East) North) Central) AGE Could I ask how old you are? 18 - 24 years 6.9% 138 4.2% 4.7% 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 28 20.9% 21 22.9% 35 - 44 years 18.0% 362 17.1% 35 10.5% 12 16.9% 8 22.0% 42 24.9% 58 10.2% 11 18.1% 15 19.5% 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 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 65+ years 2 (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% 1.0% 1 2009 204 112 45 126 202 234 105 85 107 76 Weighted base: 2008 100 101 100 100 101 100 100 100 101 100 Sample: 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 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 Two 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 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 Four 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 52 5.7% 0.7% 3 0.8% 9 4.0% Six or more 2.6% 12 6.8% 1 4.6% 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 2008 100 101 100 100 101 100 100 100 101 100 Sample: CAR How many cars do you have access to in your household? None 8.0% 160 13.5% 27 6.2% 6.8% 3 13.2% 17 4.7% 9 4.1% 10 4.5% 5 4.9% 4 7.7% 7.7% 6 30.8% One 729 33.5% 15 30.8% 39 41.3% 84 35.3% 83 37.0% 39 34.3% 35.3% 36.3% 36.6% 75 35 29 38 25.8% 20 37.2% Two 37.2% 747 28.3% 58 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 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% 16.7% 20 Three or more 9 18 26.8% 2.6% 53 8.5% 2.9% 3 5.4% 2 0.6% 0.9% 0.0% 0 4.0% 0.0% 2.4% 2 (Refused) 17 1 0.6% 1 2 3 0 126 202 234 2009 204 112 45 105 85 107 76 Weighted base: Sample: 2008 100 101 100 100 101 100 100 100 101 100

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	Tota	ıl	Zone : (Glouce East	ester	Zone 5 (Glouce North	ster (l	Zone Forest N		Zone Tewkesh		Zone (Evesh		Zone (Strou		Zone (Cirence		Zone 1 (Fores	st (	Zone Forest S		Zone Cam/Du	
ZON Zone			East	.)	Noru	1)											Centra	<b>11</b> )			,	
Zone 1A (Cheltenham NE)	4.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 1B (Cheltenham NW)	6.3%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 1C (Cheltenham SE)	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
Zone 1D (Cheltenham SW)	5.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 (Bishops Cleeve)	2.3%	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%	0
Zone 3A (Cotswolds North)	3.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3B (Winchcombe)	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
Zone 4 (Cotswolds South)	1.5%	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
Zone 5A (Gloucester	5.4%	108	0.0%	0	0.0%	0	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)																						
Zone 5B (Gloucester South)	3.9%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0
Zone 5C (Gloucester East)	10.2%	204	100.0%	204	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5D (Gloucester North)	5.6%	112	0.0%	0	100.0%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 (Forest North)	2.2%	45	0.0%	0	0.0%	0 1	100.0%	45	0.0%	0	0.0%	0	0.0%	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	100.0%	126	0.0%	0	0.0%	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 1	100.0%	202	0.0%	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%	0	100.0%	234	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%	0	0.0%	0	100.0%	105	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%	0	0.0%	0	0.0%	0	100.0%	85	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%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107	0.0%	0
Zone 13 (Cam/Dursley)	3.8%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	76
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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### Cheltenham, Gloucester & Tewkesbury Household Survey for DPDS

Zone 5C Zone 5D Total Zone 6 Zone 7 Zone 8 Zone 10 Zone 11 Zone 12 Zone 13 Zone 9 (Gloucester (Gloucester (Forest North) (Tewkesbury) (Evesham) (Stroud) (Cirencester) (Forest (Forest South) (Cam/Dursley East) North) Central) Postcode Sector 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% 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 2.2% 44 0.0% 0 0.0% 0 0 0.0% GL15 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 38 0 0.0% 0 16.4% 38 0.0% 0 GL102 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 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 19 0 0.0% 0.0% 0 0 0 0.0% 0.0% 0.0% 19 GL115 0.9% 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0 24.6% 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 41.9% 32 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 4.3% 4 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 19.5% 16 0.0% 0 0.0% 0 0.7% 0 0 0.0% GL143 13 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 1.7% 34 0.0% 0.0% 0 0 0.0% 0 31.8% 34 GL155 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 20 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 18.7% 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 13.7% 15 0.0% 0 21 0.0% 0 0.0% 0 0 0 0.0% GL170 1.0% 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% 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 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 0.0% 0 GL194 0.7% 14 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 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 8 0 0 0 GL22 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7 GL2 3 0.3% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 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 **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% **GL27** 0.9% 18 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 0.0% GL28 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 5 GL206 0.3% 5 0.0% 0 0.0% 0 0.0% 0 4.3% 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% 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% 40.5% 51 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 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 0 GL32 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 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% 41 GL4 0 2.0% 41 19.8% 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 **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% 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%

	Total		Zone 50	C	Zone 5I	)	Zone	6	Zone 7		Zone 8		Zone 9	)	Zone 1	10	Zone 11		Zone 12	2	Zone 1	.3	
			(Glouces East)		(Gloucest North)	,	Forest N	orth) (	Fewkesbur	y)	(Evesham	1)	(Stroud	<b>d</b> )	(Cirence:	ster)	(Forest Central)		Forest So	uth)(	Cam/Dui )	rsley	
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	
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	
GL516	1.7%	34	0.0%	0		0	0.0%	0	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	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	
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	
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	
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	
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	
GL526	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	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	
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	
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	
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%	Ö	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	
GL541	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	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	
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	
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	
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	
GL545 GL556	0.6%	12	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	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	
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	
GL6 0	0.3%	5	0.0%	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	
GL6 6	0.2%	5	0.0%	0	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	
GL6 6 GL6 7	0.2%	<i>5</i>	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
		10		0		0				0		0				0		0		0		0	
GL6 8	0.5% 0.7%	10	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	4.3% 5.8%	10 14	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	
GL6 9											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%	0		45	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	
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	
GL7 6	0.4%	8	0.0%	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	
GL7 7	0.3%	6	0.0%	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	
WR101	0.9%	18	0.0%	0	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	

By Zone Weighted:

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	Total		Zone 5 (Glouce East	ster	Zone 5 (Glouces North	ter	Zone (Forest N		Zone Tewkesl		Zone (Evesha		Zone (Stroug		Zone (Cirence		Zone 11 (Forest Central	(1	Zone 1 Forest Se		Zone 1 Cam/Du )	
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:	2	2009		204		112		45		126		202		234		105		85		107		76
Sample:	2	2008		100		101		100		100		101		100		100		100		101		100



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

Table 1 - Population

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	28062	28268	28471	28683	28889	29096	29692	30679	31621	32592
1b	39917	40205	40491	40786	41079	41372	42198	43546	44814	46119
<b>1</b> c	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
Total	647515	651644	655849	660269	664615	668990	682060	703134	721819	741027

Source

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
<b>1</b> c	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
4.	4054	4400	****	4220	4257	4204	4425	4555	4040	2202
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 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	422	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	442	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	299	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	112	118	122	125	137	161	188	220
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	155	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	742	763	834	975	1141	1335
3a	627	653	689	726	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	657	692	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 - Furntiture, 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	334	352	363	374	408	477	558	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	516	604
12	287	299	316	332	343	353	386	450	527	617
13	305	318	335	353	364	375	410	479	560	656

#### 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	462
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 3d Expenditure per head - Toys Games Pets etc

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036	
1a	540	563	594	625	645	664	725	847	992	1161	
1b	480	500	528	556	573	590	645	753	882	1032	
1c	572	596	629	662	683	703	768	898	1051	1230	
1d	532	554	585	616	636	654	715	835	977	1144	
2	551	574	606	638	658	677	740	865	1012	1185	
3a	605	630	665	700	723	744	813	949	1111	1301	
3b	624	650	686	722	745	767	838	979	1146	1342	
4	629	655	691	728	751	773	845	987	1155	1353	
5a	429	447	472	497	512	527	576	673	788	922	
5b	502	523	552	581	600	617	674	788	922	1079	
5c	491	512	540	568	587	604	660	771	902	1056	
5d	557	580	612	645	665	685	748	874	1023	1198	
6	585	610	643	677	699	719	786	918	1075	1258	
7	533	555	586	617	637	655	716	836	979	1146	
8	453	472	498	524	541	557	608	711	832	974	
9	569	593	626	659	680	699	764	893	1045	1224	
10	561	585	617	649	670	690	754	880	1031	1206	
11	518	540	569	600	619	637	696	813	952	1114	
12	515	537	566	596	615	633	692	808	946	1107	
13	550	573	605	637	657	677	740	865	1012	1185	

#### Table 3f Expenditure per head - Large Electrical Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	120	125	132	139	143	148	161	188	220	258
1b	95	99	104	110	113	117	128	149	175	204
	119	124	131	138	142	146	160	187	219	256
1c										
1d	120 114	125	132 125	139	143 136	148 140	161	188	220	258
2		119		132			153	179	209	245
3a	131	137	144	152	156	161	176	206	241	282
3b	148	154	163	171	177	182	199	232	272	318
4	146	152	160	169	174	179	196	229	268	314
5a	82	85	90	95	98	101	110	129	151	176
5b	86	90	95	100	103	106	116	135	158	185
5c	101	105	111	117	121	124	136	159	186	217
5d	121	126	133	140	145	149	163	190	222	260
6	123	128	135	142	147	151	165	193	226	264
7	113	118	124	131	135	139	152	177	208	243
8	87	91	96	101	104	107	117	137	160	187
9	118	123	130	137	141	145	159	185	217	254
10	125	130	137	145	149	154	168	196	230	269
11	101	105	111	117	121	124	136	159	186	217
12	102	106	112	118	122	125	137	160	187	219
13	119	124	131	138	142	146	160	187	219	256

#### Table 3h Expenditure per head - DIY

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	92	96	101	106	110	113	124	144	169	198
1b	81	84	89	94	97	100	109	127	149	174
1c	99	103	109	115	118	122	133	155	182	213
1d	93	97	102	108	111	114	125	146	171	200
2	106	110	117	123	127	130	142	166	195	228
3a	130	135	143	150	155	160	175	204	239	280
3b	131	137	144	152	156	161	176	206	241	282
4	131	137	144	152	156	161	176	206	241	282
5a	69	72	76	80	82	85	93	108	127	148
5b	84	88	92	97	100	103	113	132	154	181
5c	86	90	95	100	103	106	116	135	158	185
5d	103	107	113	119	123	127	138	162	189	221
6	127	132	140	147	152	156	171	199	233	273
7	117	122	129	135	140	144	157	184	215	252
8	116	121	128	134	139	143	156	182	213	249
9	111	116	122	128	133	136	149	174	204	239
10	113	118	124	131	135	139	152	177	208	243
11	107	111	118	124	128	132	144	168	197	230
12	108	113	119	125	129	133	145	169	198	232
13	108	113	119	125	129	133	145	169	198	232

#### Table 3jExpenditure per head - Gardening Plants and Flowers

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	54	56	59	63	65	66	73	85	99	116
1b	38	40	42	44	45	47	51	60	70	82
1c	61	64	67	71	73	75	82	96	112	131
1d	51	53	56	59	61	63	69	80	94	110
2	60	63	66	69	72	74	81	94	110	129
3a	83	86	91	96	99	102	111	130	152	178
3b	89	93	98	103	106	109	120	140	163	191
4	91	95	100	105	109	112	122	143	167	196
5a	31	32	34	36	37	38	42	49	57	67
5b	42	44	46	49	50	52	56	66	77	90
5c	45	47	49	52	54	55	60	71	83	97
5d	61	64	67	71	73	75	82	96	112	131
6	79	82	87	91	94	97	106	124	145	170
7	71	74	78	82	85	87	95	111	130	153
8	67	70	74	78	80	82	90	105	123	144
9	69	72	76	80	82	85	93	108	127	148
10	69	72	76	80	82	85	93	108	127	148
11	61	64	67	71	73	75	82	96	112	131
12	60	63	66	69	72	74	81	94	110	129
13	65	68	71	75	78	80	87	102	119	140

Table 4a Total Expenditure - Convenience Goods £m

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
10	63.87	63.89	63.19	63.53	64.05	64.70	66.23	68.77	71.24	73.79
1a	79.63					80.64			71.24 88.50	73.79 91.53
1b		79.65	78.77	79.19	79.83		82.50	85.56		
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
					-					
Total	1421.74	1420.70	1404.05	1410.60	1421.23	1434.81	1467.06	1519.78	1567.84	1617.47

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
Total	2234.71	2343.26	2487.95	2637.32	2739.48	2837.34	3160.68	3806.42	4573.96	5496.46

Source Calc -Table 1 xTable 2

### Cheltenham, Gloucester and Tewkesbury Retail Study -2015 Update Table Sa 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	33.57	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	37.21	39.54	41.93	43.58	45.16	50.35	60.73	73.23	88.31
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	15.21	16.90	20.29	24.35	29.21
Sa	28.04	29.50	31.42	33.40	34.80	36.13	40.50	49.11	59.35	71.72
Sb	23.45	24.65	26.24	27.89	29.04	30.15	33.77	40.99	49.56	59.93
Sc	55.69	58.58	62.37	66.30	69.05	71.70	80.36	97.48	117.72	142.17
Sd	36.74	38.66	41.18	43.79	45.62	47.38	53.19	64.71	78.43	95.05
6	13.80	14.43	15.27	16.14	16.72	17.26	19.07	22.70	27.01	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	81.95	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	32.34	38.52	45.79	54.44
12	30.44	31.83	33.70	35.61	36.88	38.08	42.10	50.18	59.67	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	686.91	728.18	756.41	783.45	872.79	1051.19	1263.27	1518.1

#### 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	16.1
1b	6.87	7.21	7.66	8.12	8.44	8.75	9.75	11.75	14.16	17.0
1c	3.76	3.95	4.19	4.44	4.62	4.79	5.33	6.42	7.75	9.3
1d	7.56	7.93	8.43	8.94	9.29	9.63	10.73	12.95	15.61	18.8
2	3.28	3.45	3.67	3.91	4.07	4.23	4.75	5.78	6.99	8.4
3a	4.99	5.21	5.52	5.83	6.04	6.24	6.90	8.23	9.83	11.7
3b	1.83	1.93	2.05	2.18	2.27	2.36	2.65	3.21	3.88	4.6
4	2.60	2.73	2.90	3.07	3.18	3.30	3.66	4.40	5.28	6.3
Sa	5.48	5.76	6.14	6.53	6.80	7.06	7.91	9.59	11.59	14.0
Sb	4.52	4.75	5.06	5.38	5.60	5.81	6.51	7.90	9.56	11.5
Sc	11.40	11.99	12.76	13.57	14.13	14.67	16.45	19.95	24.09	29.1
Sd	7.50	7.89	8.40	8.94	9.31	9.67	10.85	13.20	16.00	19.4
6	3.06	3.20	3.39	3.58	3.71	3.83	4.23	5.04	5.99	7.1
7	8.07	8.47	9.00	9.56	9.94	10.30	11.51	13.91	16.74	20.1
8	11.27	11.78	12.47	13.19	13.66	14.12	15.63	18.64	22.20	26.4
9	15.81	16.56	17.57	18.61	19.33	20.02	22.31	26.90	32.34	38.8
10	7.65	7.99	8.46	8.95	9.27	9.58	10.60	12.67	15.17	18.1
11	5.01	5.24	5.54	5.86	6.07	6.27	6.92	8.25	9.81	11.6
12	6.49	6.79	7.18	7.59	7.86	8.12	8.97	10.70	12.72	15.1
13	5.03	5.27	5.59	5.92	6.14	6.36	7.07	8.51	10.22	12.2
Total	128.62	134.86	143.19	151.79	157.67	163.30	181.91	219.08	263.27	316.

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036	Zone	2013	2014	2015	201
1a	15.88	16.67	17.71	18.79	19.53	20.24	22.57	27.25	32.88	39.67	1a	15.15	15.91	16.90	17.9
1b	16.65	17.47	18.56	19.69	20.46	21.21	23.64	28.50	34.33	41.35	1b	19.16	20.11	21.37	22.€
1c	9.52	9.99	10.61	11.26	11.70	12.12	13.50	16.27	19.61	23.65	1c	8.74	9.17	9.75	10.3
1d	19.28	20.24	21.51	22.81	23.71	24.57	27.39	33.04	39.84	48.04	1d	17.48	18.34	19.49	20.€
2	8.54	8.98	9.57	10.18	10.61	11.02	12.37	15.06	18.21	22.02	2	8.40	8.84	9.42	10.0
3a	12.91	13.49	14.28	15.09	15.63	16.14	17.85	21.30	25.43	30.36	3a	12.95	13.54	14.33	15.1
3b	4.62	4.86	5.17	5.49	5.72	5.94	6.66	8.09	9.76	11.78	3b	4.53	4.76	5.06	5.3
4	6.46	6.77	7.18	7.61	7.90	8.18	9.08	10.91	13.09	15.70	4	6.25	6.55	6.95	7.3
5a	12.36	13.01	13.85	14.73	15.34	15.93	17.85	21.65	26.16	31.62	5a	15.46	16.27	17.32	18.4
5b	11.52	12.11	12.89	13.70	14.27	14.81	16.59	20.14	24.35	29.44	5b	13.67	14.37	15.30	16.2
5c	29.01	30.51	32.49	34.54	35.97	37.35	41.86	50.78	61.32	74.06	5c	31.80	33.44	35.61	37.8
5d	19.94	20.98	22.34	23.76	24.75	25.71	28.86	35.11	42.55	51.57	5d	19.79	20.83	22.18	23.5
6	8.09	8.46	8.96	9.47	9.81	10.13	11.19	13.32	15.85	18.86	6	8.18	8.55	9.05	9.5
7	19.82	20.80	22.11	23.46	24.40	25.29	28.27	34.15	41.10	49.46	7	21.30	22.35	23.76	25.2
8	27.77	29.04	30.75	32.51	33.68	34.80	38.53	45.94	54.72	65.18	8	29.67	31.02	32.85	34.7
9	40.49	42.41	45.00	47.67	49.51	51.27	57.13	68.91	82.84	99.59	9	42.43	44.44	47.15	49.9
10	19.53	20.42	21.62	22.85	23.68	24.46	27.07	32.36	38.73	46.36	10	19.33	20.20	21.39	22.6
11	13.24	13.84	14.66	15.49	16.04	16.56	18.30	21.80	25.92	30.81	11	14.02	14.66	15.52	16.4
12	17.16	17.94	18.99	20.07	20.78	21.46	23.72	28.28	33.62	39.98	12	17.78	18.59	19.68	20.7
13	12.95	13.57	14.39	15.24	15.82	16.37	18.23	21.93	26.32	31.59	13	13.17	13.79	14.63	15.4
Total	325.74	341.56	362.65	384.41	399.30	413.56	460.67	554.78	666.65	801.11	Total	339.25	355.74	377.72	400.

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	
1a	15.15	15.91	16.90	17.93	18.64	19.31	21.54	26.00	31.37	
1b	19.16	20.11	21.37	22.66	23.56	24.41	27.21	32.80	39.52	
1c	8.74	9.17	9.75	10.34	10.74	11.13	12.40	14.94	18.01	
1d	17.48	18.34	19.49	20.67	21.49	22.27	24.82	29.94	36.11	
2	8.40	8.84	9.42	10.02	10.44	10.84	12.18	14.82	17.92	
3a	12.95	13.54	14.33	15.14	15.68	16.20	17.91	21.37	25.51	
3b	4.53	4.76	5.06	5.38	5.60	5.82	6.52	7.93	9.56	
4	6.25	6.55	6.95	7.37	7.65	7.91	8.79	10.56	12.67	
5a	15.46	16.27	17.32	18.42	19.19	19.92	22.33	27.08	32.72	
5b	13.67	14.37	15.30	16.26	16.93	17.58	19.69	23.90	28.90	
5c	31.80	33.44	35.61	37.85	39.42	40.93	45.88	55.65	67.21	
5d	19.79	20.83	22.18	23.59	24.58	25.52	28.65	34.86	42.25	
6	8.18	8.55	9.05	9.57	9.91	10.23	11.31	13.45	16.01	
7	21.30	22.35	23.76	25.21	26.22	27.18	30.37	36.70	44.17	
8	29.67	31.02	32.85	34.73	35.99	37.18	41.16	49.09	58.47	
9	42.43	44.44	47.15	49.96	51.88	53.72	59.87	72.21	86.81	1
10	19.33	20.20	21.39	22.61	23.43	24.20	26.78	32.02	38.32	
11	14.02	14.66	15.52	16.40	16.99	17.54	19.39	23.09	27.45	
12	17.78	18.59	19.68	20.79	21.53	22.24	24.58	29.30	34.84	
13	13.17	13.79	14.63	15.49	16.08	16.68	18.56	22.34	26.81	
Total	339.25	355.74	377.72	400.40	415.92	430.82	479.95	578.04	694.62	_

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	2.93	3.04	3.15	3.51	4.25	5.12	6.17
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
3a	3.49	3.65	3.86	4.08	4.23	4.36	4.82	5.78	6.90	8.24
3b	1.25	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	3.14	3.30	3.51	3.74	3.89	4.04	4.53	5.51	6.66	8.05
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	5.50	5.85	6.23	6.49	6.74	7.56	9.24	11.19	13.57
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	8.20	8.50	8.78	9.72	11.64	13.86	16.51
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	4.24	4.39	4.54	5.02	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	4.82	5.82	6.98	8.38
Total	85.46	89.61	95.14	100.84	104.75	108.48	120.83	146.07	175.52	210.90

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	3.37	3.53	3.76	3.98	4.14	4.29	4.79	5.78	6.97	8.41
1b	3.79	3.98	4.23	4.49	4.66	4.83	5.38	6.49	7.82	9.42
1c	1.82	1.91	2.03	2.15	2.23	2.31	2.58	3.11	3.75	4.52
1d	3.94	4.14	4.40	4.66	4.85	5.02	5.60	6.75	8.14	9.82
2	1.74	1.83	1.95	2.07	2.16	2.24	2.52	3.07	3.71	4.48
3a	2.80	2.93	3.10	3.28	3.40	3.51	3.88	4.63	5.52	6.6
3b	1.07	1.13	1.20	1.28	1.33	1.38	1.55	1.88	2.27	2.7
4	1.45	1.52	1.61	1.71	1.77	1.84	2.04	2.45	2.94	3.5
5a	2.96	3.11	3.31	3.52	3.67	3.81	4.27	5.18	6.26	7.5
5b	2.34	2.46	2.62	2.79	2.90	3.01	3.37	4.09	4.95	5.99
5c	6.54	6.88	7.33	7.79	8.11	8.42	9.44	11.45	13.83	16.7
5d	4.30	4.52	4.82	5.12	5.34	5.54	6.22	7.57	9.18	11.1
6	1.72	1.80	1.90	2.01	2.08	2.15	2.38	2.83	3.37	4.0
7	4.52	4.74	5.04	5.35	5.56	5.76	6.44	7.78	9.36	11.2
8	5.70	5.96	6.31	6.67	6.91	7.14	7.91	9.43	11.23	13.3
9	8.80	9.22	9.78	10.36	10.76	11.14	12.42	14.97	18.00	21.6
10	4.31	4.50	4.77	5.04	5.22	5.39	5.97	7.13	8.54	10.2
11	2.73	2.86	3.03	3.20	3.31	3.42	3.78	4.50	5.35	6.3
12	3.52	3.68	3.90	4.12	4.26	4.40	4.87	5.80	6.90	8.2
13	2.85	2.98	3.17	3.35	3.48	3.60	4.01	4.82	5.79	6.9
Total	70.27	73.68	78,23	82.93	86.15	89.23	99,40	119.72	143.87	172.

#### Table 5g Expenditure - Small Electrical Appliances

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	17.85	18.73	19.91	21.12	21.95	22.75	25.37	30.62	36.94	44.57
1b	20.36	21.37	22.70	24.08	25.03	25.94	28.91	34.85	41.98	50.58
1c	10.39	10.91	11.59	12.29	12.77	13.23	14.74	17.76	21.41	25.81
1d	21.55	22.62	24.04	25.49	26.50	27.46	30.61	36.92	44.52	53.69
2	9.47	9.96	10.61	11.29	11.76	12.22	13.72	16.70	20.19	24.42
3a	13.42	14.03	14.85	15.69	16.25	16.79	18.56	22.15	26.44	31.57
3b	4.83	5.08	5.40	5.74	5.98	6.21	6.96	8.46	10.21	12.31
4	6.88	7.21	7.65	8.10	8.41	8.71	9.67	11.61	13.93	16.72
5a	16.65	17.52	18.66	19.84	20.66	21.46	24.05	29.16	35.24	42.59
Sb	13.37	14.06	14.96	15.91	16.56	17.19	19.26	23.37	28.26	34.18
5c	34.00	35.76	38.08	40.47	42.15	43.77	49.06	59.51	71.87	86.79
5d	21.68	22.81	24.29	25.84	26.92	27.95	31.38	38.17	46.27	56.08
6	8.36	8.74	9.25	9.78	10.13	10.46	11.56	13.75	16.37	19.47
7	23.81	25.00	26.57	28.19	29.31	30.39	33.97	41.04	49.39	59.43
8	36.35	38.01	40.25	42.55	44.09	45.56	50.43	60.14	71.63	85.32
9	44.14	46.24	49.06	51.97	53.98	55.90	62.29	75.12	90.32	108.58
10	21.12	22.07	23.37	24.71	25.60	26.44	29.27	34.99	41.88	50.12
11	14.40	15.06	15.94	16.85	17.45	18.02	19.91	23.72	28.20	33.52
12	18.78	19.64	20.78	21.96	22.74	23.49	25.97	30.95	36.80	43.76
13	14.32	15.00	15.91	16.85	17.49	18.10	20.15	24.25	29.10	34.92
Total	371.73	389.79	413.87	438.72	455.72	472.01	525.81	633.25	760.95	914.44

#### Table 5h Expenditure - DIY

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
	2.58	2.71	2.88	3.05	3.18	3.29	3.67	4,43	5.34	6.45
1a 1b	3.23	3.39	3.61	3.05	3.18	4.12	4.59	5.54	6.67	8.03
			1.69	1.79	1.86		2.15	2.59	3.12	3.76
1c	1.51	1.59				1.93				
1d	3.06	3.21	3.41	3.61	3.76	3.89	4.34	5.23	6.31	7.61
2	1.62	1.70	1.81	1.93	2.01	2.09	2.34	2.85	3.45	4.17
3a	2.78	2.91	3.08	3.25	3.37	3.48	3.85	4.59	5.48	6.55
3b	0.95	1.00	1.06	1.13	1.18	1.22	1.37	1.66	2.01	2.42
4	1.30	1.36	1.45	1.53	1.59	1.65	1.83	2.20	2.64	3.17
5a	2.49	2.62	2.79	2.96	3.09	3.20	3.59	4.36	5.26	6.36
5b	2.29	2.40	2.56	2.72	2.83	2.94	3.29	4.00	4.84	5.85
5c	5.57	5.86	6.24	6.63	6.91	7.17	8.04	9.75	11.77	14.22
5d	3.66	3.85	4.10	4.36	4.54	4.72	5.30	6.45	7.81	9.47
6	1.78	1.86	1.97	2.08	2.15	2.22	2.45	2.92	3.48	4.14
7	4.68	4.91	5.22	5.53	5.75	5.97	6.67	8.06	9.70	11.67
8	7.60	7.94	8.41	8.89	9.21	9.52	10.54	12.57	14.97	17.83
9	8.28	8.67	9.20	9.75	10.12	10.48	11.68	14.09	16.93	20.36
10	3.89	4.07	4.31	4.55	4.72	4.87	5.39	6.45	7.72	9.24
11	2.90	3.03	3.21	3.39	3.51	3.62	4.00	4.77	5.67	6.74
12	3.73	3.90	4.13	4.36	4.52	4.66	5.15	6.14	7.31	8.69
13	2.59	2.71	2.87	3.04	3.16	3.27	3.64	4.38	5.25	6.31
Total	66.47	69.68	73.97	78.40	81.42	84.32	93.89	113.01	135.73	163.0

#### Table Si Expenditure - Furntiture, Carpets and Floorcoverings

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	8.33	8.75	9.30	9.86	10.25	10.62	11.85	14.30	17.25	20.81
1b	9.82	10.31	10.95	11.61	12.07	12.51	13.94	16.81	20.25	24.40
1c	4.66	4.89	5.20	5.51	5.73	5.93	6.61	7.97	9.60	11.58
1d	10.51	11.03	11.73	12.44	12.92	13.39	14.93	18.01	21.72	26.19
2	4.73	4.97	5.30	5.64	5.87	6.10	6.85	8.34	10.08	12.19
3a	7.39	7.72	8.17	8.64	8.94	9.24	10.21	12.19	14.55	17.37
3b	2.63	2.77	2.95	3.13	3.26	3.38	3.80	4.61	5.56	6.71
4	3.49	3.66	3.88	4.11	4.27	4.42	4.91	5.89	7.07	8.48
5a	7.46	7.85	8.36	8.89	9.26	9.61	10.77	13.07	15.79	19.08
5b	7.16	7.53	8.01	8.52	8.87	9.21	10.32	12.52	15.14	18.31
5c	17.55	18.46	19.66	20.89	21.76	22.59	25.32	30.72	37.10	44.80
5d	11.73	12.34	13.14	13.98	14.56	15.12	16.98	20.65	25.03	30.34
6	4.75	4.97	5.26	5.56	5.76	5.95	6.57	7.82	9.31	11.07
7	12.99	13.63	14.49	15.37	15.99	16.57	18.52	22.38	26.93	32.41
8	19.91	20.82	22.05	23.31	24.15	24.95	27.62	32.94	39.24	46.73
9	23.56	24.68	26.19	27.74	28.81	29.84	33.25	40.10	48.21	57.96
10	10.51	10.98	11.63	12.29	12.74	13.16	14.56	17.41	20.84	24.94
11	7.61	7.95	8.42	8.90	9.22	9.52	10.52	12.53	14.89	17.71
12	9.91	10.36	10.97	11.59	12.00	12.39	13.70	16.33	19.42	23.09
13	7.30	7.65	8.11	8.59	8.92	9.23	10.28	12.37	14.84	17.81
Total	192.00	201.32	213.74	226.57	235.34	243.74	271.50	326.93	392.81	471.97

#### Table 5j Expenditure - Gardening Plants and Flowers

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	1.52	1.59	1.69	1.79	1.86	1.93	2.15	2.60	3.14	3.78
1b	1.52	1.59	1.69	1.79	1.86	1.93	2.15	2.60	3.13	3.77
1c	0.93	0.98	1.04	1.10	1.15	1.19	1.32	1.59	1.92	2.32
1d	1.68	1.76	1.87	1.98	2.06	2.13	2.38	2.87	3.46	4.17
2	0.91	0.96	1.03	1.09	1.14	1.18	1.33	1.61	1.95	2.36
3a	1.78	1.86	1.97	2.08	2.15	2.22	2.46	2.93	3.50	4.18
3b	0.65	0.68	0.72	0.77	0.80	0.83	0.93	1.13	1.36	1.65
4	0.90	0.95	1.01	1.07	1.11	1.14	1.27	1.53	1.83	2.20
5a	1.12	1.18	1.25	1.33	1.39	1.44	1.61	1.96	2.36	2.86
5b	1.14	1.20	1.28	1.36	1.42	1.47	1.65	2.00	2.42	2.92
5c	2.91	3.07	3.26	3.47	3.61	3.75	4.20	5.10	6.16	7.44
5d	2.17	2.28	2.43	2.58	2.69	2.80	3.14	3.82	4.63	5.61
6	1.10	1.15	1.22	1.29	1.34	1.38	1.53	1.82	2.16	2.57
7	2.84	2.98	3.16	3.36	3.49	3.62	4.05	4.89	5.88	7.08
8	4.39	4.59	4.86	5.14	5.32	5.50	6.09	7.26	8.65	10.30
9	5.15	5.39	5.72	6.06	6.29	6.51	7.26	8.76	10.53	12.66
10	2.38	2.48	2.63	2.78	2.88	2.98	3.29	3.94	4.71	5.64
11	1.65	1.73	1.83	1.93	2.00	2.07	2.28	2.72	3.23	3.84
12	2.07	2.17	2.29	2.42	2.51	2.59	2.86	3.41	4.06	4.83
13	1.56	1.63	1.73	1.83	1.90	1.97	2.19	2.64	3.16	3.80
Total	38.35	40.21	42.68	45.23	46.97	48.64	54.15	65.17	78.25	93.97

### Table 5k Expenditure - Non Bulky

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	80.26	84.24	89.51	94.96	98.70	102.29	114.07	137.72	166.16	200.48
1b	90.33	94.81	100.73	106.84	111.05	115.09	128.27	154.67	186.33	224.46
1c	46.92	49.23	52.30	55.47	57.64	59.72	66.53	80.19	96.68	116.55
1d	95.64	100.38	106.66	113.13	117.58	121.84	135.83	163.88	197.62	238.30
2	43.31	45.57	48.55	51.64	53.80	55.88	62.76	76.39	92.39	111.73
3a	63.73	66.60	70.50	74.50	77.16	79.68	88.09	105.15	125.55	149.91
3b	22.76	23.93	25.47	27.07	28.18	29.26	32.82	39.88	48.11	58.05
4	32.58	34.15	36.24	38.40	39.86	41.25	45.83	55.05	66.04	79.24
5a	72.81	76.60	81.57	86.73	90.35	93.81	105.14	127.52	154.11	186.26
Sb	62.62	65.83	70.07	74.49	77.57	80.52	90.20	109,49	132.40	160.09
5c	152.54	160.44	170.84	181.59	189.13	196.37	220.10	267.04	322.50	389.48
5d	100.03	105.25	112.11	119.23	124.21	129.00	144.82	176.20	213.56	258.83
6	39.50	41.31	43.74	46.22	47.86	49.43	54.61	65.01	77.36	92.05
7	105.21	110.43	117.37	124.55	129.50	134.27	150.05	181.33	218.22	262.61
8	151.40	158.30	167.63	177.23	183.62	189.73	210.05	250.51	298.39	355.42
9	205.35	215.10	228.21	241.79	251.09	260.03	289.77	349.55	420.24	505.23
10	98.69	103.15	109.20	115.45	119.62	123.57	136.76	163.53	195.72	234.25
11	66.49	69.52	73.60	77.78	80.55	83.18	91.92	109.51	130.20	154.79
12	86.05	89.98	95.25	100.65	104 23	107.64	118.99	141.88	168.70	200.59
13	65.68	68.79	72.97	77.27	80.20	83.05	92.44	111.28	133.54	160.26
Total	1681.89	1763.62	1872.54	1984.99	2061.90	2135.62	2379.06	2865.80	3443.82	4138.5

### Table SI Expenditure - Bulky Zone 2013 2014

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	24.72	25.95	27.57	29.25	30.40	31.51	35.14	42.42	51.18	61.74
1b	28.54	29.95	31.83	33.76	35.09	36.36	40.53	48.86	58.86	70.91
1c	14.12	14.82	15.74	16.70	17.35	17.97	20.02	24.13	29.09	35.07
1d	29.96	31.45	33.42	35.44	36.84	38.17	42.56	51.33	61.90	74.64
2	13.73	14.45	15.39	16.37	17.05	17.71	19.90	24.21	29.28	35.41
3a	21.46	22.43	23.75	25.09	25.99	26.84	29.67	35.41	42.28	50.48
3b	7.72	8.11	8.63	9.18	9.55	9.92	11.12	13.52	16.31	19.67
4	10.58	11.09	11.77	12.47	12.95	13.40	14.88	17.87	21.45	25.73
5a	22.35	23.51	25.04	26.62	27.73	28.79	32.27	39.13	47.29	57.16
5b	19.62	20.63	21.96	23.34	24.31	25.23	28.26	34.30	41.48	50.15
5c	49.57	52.14	55.52	59.01	61.46	63.82	71.53	86.77	104.79	126.5
5d	32.69	34.40	36.64	38.97	40.59	42.16	47.33	57.57	69.78	84.57
6	13.53	14.15	14.98	15.83	16.40	16.93	18.71	22.26	26.49	31.52
7	36.92	38.75	41.19	43.71	45.45	47.12	52.66	63.62	76.57	92.14
8	55.77	58.31	61.75	65.29	67.64	69.89	77.38	92.27	109.90	130.9
9	67.86	71.08	75.41	79.89	82.97	85.92	95.75	115.48	138.83	166.9
10	31.65	33.08	35.01	37.02	38.35	39.62	43.85	52.43	62.75	75.10
11	22.09	23.10	24.46	25.84	26.76	27.64	30.54	36.38	43.25	51.42
12	28.62	29.92	31.67	33.47	34.66	35.79	39.57	47.17	56.08	66.69
13	21.45	22.47	23.84	25.24	26.20	27.12	30.18	36.33	43.60	52.32
Total	552.95	579.79	615.56	652.49	677.74	701.92	781.85	941.46	1131.14	1359.0

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
								T							
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
	224.83	29.45	113.04	103.18	23.30	51.16	544.95		18.62	51.16	19.71	63.34	8.88	161.70	706.66
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
Glucester 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
	175.63	22.19	97.27	103.60	23.52	49.34	471.56		21.34	49.34	23.04	55.02	9.35	158.09	629.65
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
Total	686.91	143.19	362.65	377.72	95.14	206.94	1872.54		78.23	206.94	73.97	213.74	42.68	615.55	2488.09

Source: Table 3 x Household Survey Results

Table 7 Comparison Goods Capacity - Cheltenham

Non-Bulky Goods							Bulky Goods						
, ,	2015	2016	2021	2026	2031	2036	, , , , , , , , , , , , , , , , , , , ,	2015	2016	2021	2026	2031	2036
Total available expenditure in the Study Area £m	1872.5	1985.0	2379.1	2865.8	3443.8	4138.6	Total available expenditure in the Study Area (£m)	615.6	652.5	781.8	941.5	1131.1	1359.1
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 Cheltenham (£m)  Market Share (of in-store sales)	545.0 33.2%	574.9 33.2%	641.0 33.2%	707.0 33.2%	780.6 33.2%	861.8 33.2%	Turnover of stores in Cheltenham (£m)  Market Share (of in-store sales)	161.7 29.9%	170.6 29.9%	190.2 29.9%	209.8 29.9%	231.6 29.9%	255.7 29.9%
Turnover potential (£m)	545.0	572.8	666.1	802.4	967.8	1167.2	Turnover potential (£m)	161.7	170.0	197.7	238.1	287.1	346.2
Expenditure capacity (£m)	0.0	-2.1	25.1	95.4	187.2	305.4	Expenditure capacity (£m)	0.0	-0.6	7.5	28.3	55.5	90.4
Floorspace Requirement @ £5000/sq m	0	-395	4272	14704	26137	38618	Floorspace Requirement @ £2000/sq m	0	-287	3194	10901	19358	28588
Floorspace Capacity Sq m	0	-682	7466	25605	45494	67206							

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

Table 8 Comparison Goods Capacity - Gloucester

Non-Bulky Goods							Bulky Goods						
,	2015	2016	2021	2026	2031	2036		2015	2016	2021	2026	2031	2036
	ı	1											
Total available expenditure in the Study Area £m	1872.5	1985.0	2379.1	2865.8	3443.8	4138.6	Total available expenditure in the Study Area (£m)	615.6	652.5	781.8	941.5	1131.1	1359.1
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%
Turnover potential (£m)	471.6	495.7	576.4	694.3	837.4	1010.0	Turnover potential (£m)	158.1	166.2	193.3	232.8	280.7	338.4
Expenditure capacity (£m)	0.0	-1.8	21.7	82.5	162.0	264.2	Expenditure capacity (£m)	0.0	-0.6	7.3	27.7	54.2	88.4
Floorspace Requirement @ £5000/sq m	0	-341	3696	12724	22616	33417	Floorspace Requirement @ £2000/sq m	0	-281	3123	10658	18925	27950
Floorspace Capacity Sq m	0	-622	6819	23381	41542	61367							

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

Table 9 Comparison Goods Capacity - Tewkesbury

Non-Bulky Goods							Bulky Goods						
	2015	2016	2021	2026	2031	2036		2015	2016	2021	2026	2031	2036
Total available expenditure in the Study Area £m	1872.5	1985.0	2379.1	2865.8	3443.8	4138.6	Total available expenditure in the Study Area (£m)	615.6	652.5	781.8	941.5	1131.1	1359.1
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 Tewkesbury(£m)  Market Share (of in-store sales)	17.8 1.1%	18.8 1.1%	21.0 1.1%	23.2 1.1%	25.6 1.1%	28.2 1.1%	Turnover of stores in Tewkesbury (£m)  Market Share (of in-store sales)	7.6 1.4%	8.0 1.4%	8.9 1.4%	9.8 1.4%	10.9 1.4%	12.0 1.4%
Turnover potential (£m)	17.8	18.8	21.8	26.3	31.7	38.2	Turnover potential (£m)	7.6	8.0	9.3	11.2	13.5	16.2
Expenditure capacity (£m)	0.0	-0.1	0.8	3.1	6.1	10.0	Expenditure capacity (£m)	0.0	0.0	0.4	1.3	2.6	4.2
Floorspace Requirement @ £5000/sq m	0	-32	350	1204	2140	3162	Floorspace Requirement @ £2000/sq m	0	-13	167	569	1010	1492
Floorspace Capacity Sq m	0	-46	516	1773	3150	4653	•	•					

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

Table 10 Comparison Goods Capacity - Winchcombe

Non-Bulky Goods							Bulky Goods						
•	2015	2016	2021	2026	2031	2036		2015	2016	2021	2026	2031	2036
Total available expenditure in the Study Area £m	1872.5	1985.0	2379.1	2865.8	3443.8	4138.6	Total available expenditure in the Study Area (£m)	615.6	652.5	781.8	941.5	1131.1	1359.1
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 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%
Turnover potential (£m)	1.3	1.4	1.6	1.9	2.3	2.8	Turnover potential (£m)	0.4	0.5	0.5	0.6	0.8	0.9
Expenditure capacity (£m)	0.0	0.0	0.1	0.2	0.4	0.7	Expenditure capacity (£m)	0.0	0.0	0.0	0.1	0.1	0.2
Floorspace Requirement @ £5000/sq m	0	-1	10	35	63	93	Floorspace Requirement @ £2000/sq m	0	-1	9	29	52	77
Floorspace Capacity Sq m	0	-2	19	65	115	170							

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

Table 11 Comparison Goods Capacity -Bishops Cleeve

Non-Bulky Goods							Bulky Goods						
	2015	2016	2021	2026	2031	2036		2015	2016	2021	2026	2031	2036
Total available expenditure in the Study Area £m	1872.5	1985.0	2379.1	2865.8	3443.8	4138.6	Total available expenditure in the Study Area (£m)	615.6	652.5	781.8	941.5	1131.1	1359.1
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 Bishops Cleeve (£m)  Market Share (of in-store sales)	10.0 0.6%	10.6 0.6%	11.8 0.6%	13.0 0.6%	14.4 0.6%	15.9 0.6%	Turnover of stores in Bishops Cleeve (£m)  Market Share (of in-store sales)	2.8 0.5%	3.0 0.5%	3.3 0.5%	3.7 0.5%	4.0 0.5%	4.5 0.5%
Turnover potential (£m)	10.0	10.5	12.3	14.8	17.8	21.5	Turnover potential (£m)	2.8	3.0	3.4	4.2	5.0	6.0
Expenditure capacity (£m)	0.0	0.0	0.5	1.8	3.4	5.6	Expenditure capacity (£m)	0.0	0.0	0.1	0.5	1.0	1.6
Floorspace Requirement @ £5000/sq m	0	-2	20	68	120	178	Floorspace Requirement @ £2000/sq m	0	-5	56	190	338	498
Floorspace Capacity Sq m	0	-7	75	258	458	676							

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

Table 12 - Summary Table - Capacity Sq m

Settlement		Comparison										
	2015	2016	2021	2026	2031	2036						
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**

Table 1 - Population

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
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
Total	647515	651644	655849	660269	664615	668990	682060	703134	721819	741027

Source

2015 Experian Popluation and Expenditure Data

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
<b>1</b> c	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 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	1208	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 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	179	187	193	199	218	256	301	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	125	137	161	190	223
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	148	155	159	164	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 3g Expenditure per head - Small Electrical Appliances

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	636	665	703	733	756	780	854	1005	1182	1390
1b	510	533	563	588	606	625	685	806	948	1115
1c	680	711	751	784	808	834	913	1074	1264	1487
1d	656	686	725	756	780	804	881	1037	1219	1434
2	621	650	686	716	738	761	834	981	1154	1358
3a	627	656	693	723	745	769	842	991	1165	1371
3b	666	697	736	768	792	816	895	1052	1238	1456
4	692	724	764	798	823	848	930	1093	1286	1513
5a	462	483	510	533	549	566	621	730	859	1010
5b	491	514	542	566	584	602	660	776	913	1073
5c	525	549	580	605	624	644	705	830	976	1148
5d	610	638	674	703	725	748	819	964	1134	1334
6	598	626	661	690	711	733	803	945	1111	1307
7	596	623	658	687	709	731	801	942	1108	1303
8	555	581	613	640	660	680	746	877	1032	1213
9	592	619	654	683	704	726	795	935	1100	1294
10	613	641	677	707	729	751	823	969	1139	1340
11	532	556	588	613	633	652	715	841	989	1163
12	544	569	601	627	647	667	731	860	1011	1189
13	598	626	661	690	711	733	803	945	1111	1307

## Table 3i Expenditure per head - Furntiture, Carpets and Floorcoverings

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	297	311	328	342	353	364	399	469	552	649
1b	246	257	272	284	292	302	330	389	457	538
1c	305	319	337	352	363	374	410	482	567	667
1d	320	335	353	369	380	392	430	506	595	700
2	310	324	342	357	369	380	416	490	576	678
3a	345	361	381	398	410	423	463	545	641	754
3b	363	380	401	419	432	445	488	574	675	794
4	351	367	388	405	417	430	472	555	652	767
5a	207	217	229	239	246	254	278	327	385	453
5b	263	275	291	303	313	322	353	416	489	575
5c	271	283	299	313	322	332	364	428	504	592
5d	330	345	365	381	392	405	443	521	613	721
6	340	356	376	392	404	417	457	537	632	743
7	325	340	359	375	386	398	437	514	604	711
8	304	318	336	351	361	373	408	480	565	665
9	316	331	349	364	376	387	424	499	587	691
10	305	319	337	352	363	374	410	482	567	667
11	281	294	310	324	334	344	377	444	522	614
12	287	300	317	331	341	352	386	453	533	627
13	305	319	337	352	363	374	410	482	567	667

#### 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 3d Expenditure per head - Toys Games Pets etc

			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 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	202
1c	119	124	131	137	141	146	160	188	221	260
	120	124	133	138	141	147	161	190	223	262
1d 2	114	119	133	138	136	147	153	180	212	249
3a	131	137	145	151	156	161	176	207	243	286
3b	148	155	163	171	176	181	199	234	245	324
4	146	153	161	168	174	179	199	234	273	319
5a	82	86	91	95	97	101	110	130	152	179
	86	90	95	99	102	101	116	136	160	188
5b	101	106	112	99 116	102	124	136	160	188	
5c										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	116	120	124	136	160	188	221
12	102	107	113	118	121	125	137	161	190	223
13	119	124	131	137	141	146	160	188	221	260

## Table 3h Expenditure per head - DIY

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	92	96	102	106	109	113	124	145	171	201
1b	81	85	89	93	96	99	109	128	151	177
1c	99	104	109	114	118	121	133	156	184	216
1d	93	97	103	107	111	114	125	147	173	203
2	106	111	117	122	126	130	142	167	197	232
										284
3a	130	136	144	150	155	159	175	205	242	
3b	131	137	145	151	156	161	176	207	243	286
4	131	137	145	151	156	161	176	207	243	286
5a	69	72	76	80	82	85	93	109	128	151
5b	84	88	93	97	100	103	113	133	156	184
5c	86	90	95	99	102	105	116	136	160	188
5d	103	108	114	119	122	126	138	163	191	225
6	127	133	140	146	151	156	171	201	236	278
7	117	122	129	135	139	143	157	185	217	256
8	116	121	128	134	138	142	156	183	216	254
9	111	116	123	128	132	136	149	175	206	243
10	113	118	125	130	134	139	152	179	210	247
11	107	112	118	123	127	131	144	169	199	234
12	108	113	119	125	128	132	145	171	201	236
13	108	113	119	125	128	132	145	171	201	236

## Table 3jExpenditure per head - Gardening Plants and Flowers

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	54	56	60	62	64	66	73	85	100	118
1b	38	40	42	44	45	47	51	60	71	83
1c	61	64	67	70	73	75	82	96	113	133
1d	51	53	56	59	61	63	69	81	95	111
2	60	63	66	69	71	74	81	95	112	131
3a	83	87	92	96	99	102	111	131	154	181
3b	89	93	98	103	106	109	120	141	165	195
4	91	95	101	105	108	112	122	144	169	199
5a	31	32	34	36	37	38	42	49	58	68
5b	42	44	46	48	50	51	56	66	78	92
5c	45	47	50	52	54	55	60	71	84	98
5d	61	64	67	70	73	75	82	96	113	133
6	79	83	87	91	94	97	106	125	147	173
7	71	74	78	82	84	87	95	112	132	155
8	67	70	74	77	80	82	90	106	125	146
9	69	72	76	80	82	85	93	109	128	151
10	69	72	76	80	82	85	93	109	128	151
11	61	64	67	70	73	75	82	96	113	133
12	60	63	66	69	71	74	81	95	112	131
13	65	68	72	75	77	80	87	103	121	142

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
Total	1421.74	1420.70	1404.05	1410.60	1421.23	1434.81	1467.06	1519.78	1567.84	1617.47
iotai	1721./7	1420.70	1404.03	1410.00	1-21.23	1-34.01	1407.00	1313.76	1307.04	1017.47

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
<b>1</b> c	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
Total	2234.71	2352.26	2499.87	2627.30	2726.43	2829.32	3160.93	3832.63	4627.81	5588.16
Total	2234./1	2332.20	2433.07	2027.30	2720.43	2023.32	3100.33	3632.03	4027.01	3366.16

Source Calc - Table 1 x Table 2

#### 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	47.67	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	31.34	37.66	45.19	54.22
3b	8.11	8.56	9.12	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	58.80	62.67	66.05	68.72	71.49	80.36	98.15	119.11	144.54
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	1543.57

#### Table 5c Expenditure - Small Household Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
	45.00			40.70		20.10	22.50			
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	28.69	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	33.27	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	15.56	16.10	17.85	21.44	25.73	30.87
3b	4.62	4.87	5.19	5.47	5.69	5.92	6.66	8.15	9.88	11.97
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
10	19.53	20.50	21.72	22.77	23.56	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	3.03	3.14	3.51	4.26	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	3.73	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	8.58
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	213.5

## Table 5g Expenditure - Small Electrical Appliances

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
	47.05									45.32
1a	17.85	18.81	20.00	21.04	21.84	22.68	25.37	30.83	37.38	
1b	20.36	21.45	22.81	23.99	24.91	25.86	28.91	35.09	42.48	51.42
1c	10.39	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	6.96	8.52	10.33	12.52
4	6.88	7.24	7.69	8.07	8.37	8.68	9.67	11.69	14.10	17.00
5a	16.65	17.59	18.75	19.76	20.57	21.39	24.05	29.36	35.66	43.30
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 - Furntiture, 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	11.85	14.40	17.46	21.16
1b	9.82	10.35	11.00	11.57	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	11.78	12.39	12.86	13.36	14.93	18.13	21.97	26.63
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
	7.46	7.88	8.40	8.85	9.21	9.59	10.78	13.16	15.98	19.40
5a 5b	7.46	7.56	8.05	8.49	8.83	9.59	10.78	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
	11.73	12.39	13.21	13.92	14.49	15.08	16.98	20.79	25.32	45.55 30.84
5d	4.75	4.99	5.29	5.54	5.73	5.93	6.57	7.87	9.41	11.26
6 7	12.99	13.68	14.56	15.32	15.91	16.53	18.52	22.53	27.25	32.95
		20.90			24.03	24.88			39.70	47.51
8	19.91		22.15	23.22			27.63	33.17		
	23.56	24.78	26.31	27.64	28.67	29.75	33.25	40.38	48.78	58.93
10	10.51	11.03	11.68	12.25	12.68	13.12 9.49	14.56	17.53	21.08	25.35 18.00
11	7.61	7.99	8.46	8.87	9.17		10.52	12.61	15.07	
12	9.91	10.40	11.02	11.54	11.94	12.36	13.70	16.44	19.65	23.47
13	7.30	7.68	8.15	8.56	8.88	9.21	10.28	12.45	15.01	18.11
Total	192.00	202.09	214.77	225.71	234.22	243.05	271.52	329.19	397.43	479.8

#### Table 5b Expenditure - Books/CDs

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	6.45	6.80	7.23	7.61	7.90	8.20	9.17	11.15	13.52	16.39
1b	6.87	7.23	7.69	8.09	8.40	8.72	9.75	11.83	14.33	17.34
1c	3.76	3.96	4.21	4.43	4.60	4.77	5.33	6.47	7.84	9.49
1d	7.56	7.96	8.47	8.90	9.25	9.60	10.73	13.03	15.79	19.14
2	3.28	3.46	3.69	3.89	4.05	4.22	4.75	5.82	7.07	8.60
3a	4.99	5.23	5.55	5.81	6.01	6.22	6.90	8.29	9.94	11.93
3b	1.83	1.94	2.06	2.17	2.26	2.35	2.65	3.24	3.92	4.76
4	2.60	2.74	2.91	3.06	3.17	3.29	3.66	4.43	5.34	6.44
5a	5.48	5.79	6.17	6.50	6.77	7.04	7.91	9.66	11.73	14.25
5b	4.52	4.77	5.08	5.36	5.57	5.80	6.51	7.96	9.67	11.75
5c	11.40	12.03	12.83	13.52	14.06	14.63	16.45	20.09	24.38	29.58
5d	7.50	7.92	8.44	8.90	9.27	9.64	10.86	13.30	16.19	19.72
6	3.06	3.21	3.41	3.57	3.69	3.82	4.23	5.07	6.06	7.25
7	8.07	8.50	9.05	9.52	9.89	10.27	11.51	14.00	16.94	20.48
8	11.27	11.82	12.53	13.14	13.60	14.08	15.63	18.77	22.46	26.88
9	15.81	16.62	17.65	18.54	19.24	19.96	22.31	27.09	32.72	39.53
10	7.65	8.03	8.50	8.91	9.23	9.55	10.60	12.76	15.34	18.45
11	5.01	5.26	5.57	5.84	6.04	6.25	6.92	8.30	9.92	11.85
12	6.49	6.81	7.22	7.56	7.82	8.09	8.97	10.77	12.87	15.38
13	5.03	5.29	5.61	5.89	6.11	6.34	7.08	8.57	10.34	12.47
Total	128.62	135.38	143.88	151.21	156.92	162.84	181.93	220.59	266.37	321.67

#### Table 5d Expenditure - Toys Games Pets etc

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	15.15	15.97	16.98	17.86	18.55	19.26	21.54	26.18	31.74	38.48
1b	19.16	20.19	21.47	22.58	23.44	24.34	27.21	33.03	39.98	48.40
1c	8.74	9.21	9.79	10.30	10.69	11.10	12.40	15.04	18.22	22.07
1d	17.48	18.42	19.59	20.60	21.39	22.20	24.83	30.15	36.53	44.27
2	8.40	8.87	9.46	9.98	10.39	10.81	12.18	14.92	18.13	22.03
3a	12.95	13.59	14.40	15.09	15.61	16.15	17.91	21.52	25.81	30.97
3b	4.53	4.78	5.09	5.36	5.58	5.80	6.52	7.98	9.67	11.73
4	6.25	6.58	6.99	7.34	7.61	7.89	8.79	10.63	12.82	15.45
5a	15.46	16.33	17.41	18.35	19.10	19.87	22.33	27.26	33.11	40.21
5b	13.67	14.43	15.37	16.20	16.85	17.53	19.69	24.06	29.24	35.53
5c	31.80	33.57	35.78	37.71	39.24	40.82	45.88	56.04	68.00	82.52
5d	19.79	20.91	22.29	23.50	24.46	25.45	28.66	35.10	42.74	52.06
6	8.18	8.58	9.10	9.53	9.86	10.20	11.31	13.55	16.20	19.37
7	21.30	22.44	23.87	25.12	26.09	27.10	30.38	36.95	44.69	54.04
8	29.67	31.14	33.01	34.60	35.81	37.08	41.17	49.42	59.16	70.80
9	42.43	44.61	47.38	49.77	51.63	53.57	59.87	72.70	87.83	106.10
10	19.33	20.28	21.49	22.52	23.31	24.13	26.79	32.24	38.77	46.63
11	14.02	14.72	15.60	16.34	16.91	17.49	19.39	23.25	27.78	33.18
12	17.78	18.66	19.77	20.71	21.43	22.17	24.58	29.50	35.25	42.12
13	13.17	13.85	14.70	15.44	16.01	16.60	18.53	22.45	27.08	32.65
Total	339.25	357.11	379.53	398.88	413.94	429.57	479.95	581.98	702.75	848.61

## Table 5f Expenditure - Large Electrical Goods

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	3.37	3.55	3.77	3.97	4.12	4.28	4.79	5.82	7.05	8.55
1b	3.79	4.00	4.25	4.47	4.64	4.82	5.39	6.54	7.91	9.58
1c	1.82	1.92	2.04	2.14	2.22	2.31	2.58	3.13	3.79	4.59
1d	3.94	4.15	4.42	4.65	4.82	5.01	5.60	6.80	8.24	9.99
2	1.74	1.84	1.96	2.06	2.15	2.24	2.52	3.09	3.75	4.56
3a	2.80	2.94	3.12	3.27	3.38	3.50	3.88	4.66	5.59	6.71
3b	1.07	1.13	1.21	1.27	1.32	1.38	1.55	1.89	2.29	2.78
4	1.45	1.53	1.62	1.70	1.77	1.83	2.04	2.47	2.97	3.59
5a	2.96	3.12	3.33	3.51	3.65	3.80	4.27	5.21	6.33	7.69
5b	2.34	2.47	2.63	2.78	2.89	3.00	3.37	4.12	5.01	6.09
5c	6.54	6.91	7.36	7.76	8.07	8.40	9.44	11.53	13.99	16.98
5d	4.30	4.54	4.84	5.11	5.31	5.53	6.23	7.62	9.29	11.31
6	1.72	1.80	1.91	2.00	2.07	2.15	2.38	2.85	3.41	4.07
7	4.52	4.76	5.06	5.33	5.53	5.75	6.44	7.83	9.47	11.46
8	5.70	5.98	6.34	6.65	6.88	7.12	7.91	9.49	11.36	13.60
9	8.80	9.25	9.83	10.32	10.71	11.11	12.42	15.08	18.21	22.00
10	4.31	4.52	4.79	5.02	5.19	5.38	5.97	7.18	8.64	10.39
11	2.73	2.87	3.04	3.19	3.30	3.41	3.78	4.53	5.42	6.47
12	3.52	3.70	3.92	4.10	4.24	4.39	4.87	5.84	6.98	8.34
13	2.85	3.00	3.18	3.34	3.46	3.59	4.01	4.86	5.86	7.06
Total	70.27	73.97	78.61	82.62	85.74	88.97	99.41	120.54	145.57	175.79

## Table 5h Expenditure - DIY

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	2.58	2.72	2.89	3.04	3.16	3.28	3.67	4.46	5.41	6.56
1b	3.23	3.41	3.62	3.81	3.96	4.11	4.59	5.57	6.75	8.17
1c	1.51	1.59	1.69	1.78	1.85	1.92	2.15	2.60	3.15	3.82
1d	3.06	3.22	3.42	3.60	3.74	3.88	4.34	5.27	6.39	7.74
2	1.62	1.71	1.82	1.92	2.00	2.08	2.34	2.87	3.49	4.24
3a	2.78	2.92	3.09	3.24	3.35	3.47	3.85	4.62	5.55	6.66
3b	0.95	1.00	1.07	1.13	1.17	1.22	1.37	1.68	2.03	2.46
4	1.30	1.37	1.45	1.53	1.58	1.64	1.83	2.21	2.67	3.22
5a	2.49	2.63	2.80	2.95	3.07	3.20	3.59	4.39	5.33	6.47
5b	2.29	2.41	2.57	2.71	2.82	2.93	3.30	4.03	4.89	5.94
5c	5.57	5.88	6.27	6.60	6.87	7.15	8.04	9.81	11.91	14.45
5d	3.66	3.87	4.12	4.35	4.52	4.71	5.30	6.49	7.90	9.63
6	1.78	1.86	1.97	2.07	2.14	2.22	2.45	2.94	3.52	4.20
7	4.68	4.93	5.24	5.51	5.73	5.95	6.67	8.11	9.81	11.86
8	7.60	7.97	8.45	8.86	9.17	9.49	10.54	12.66	15.15	18.13
9	8.28	8.70	9.24	9.71	10.07	10.45	11.68	14.18	17.13	20.70
10	3.89	4.08	4.33	4.54	4.70	4.86	5.40	6.49	7.81	9.39
11	2.90	3.04	3.22	3.38	3.49	3.61	4.01	4.80	5.74	6.85
12	3.73	3.91	4.15	4.34	4.49	4.65	5.16	6.19	7.39	8.83
13	2.59	2.72	2.89	3.03	3.14	3.26	3.64	4.41	5.32	6.41
Total	66.47	69.95	74.33	78.10	81.03	84.08	93.90	113.79	137.33	165.74

## Table 5j Expenditure - Gardening Plants and Flowers

Zone	2013	2014	2015	2016	2017	2018	2021	2026	2031	2036
1a	1.52	1.60	1.70	1.79	1.85	1.93	2.15	2.62	3.17	3.85
1b	1.52	1.60	1.70	1.79	1.86	1.93	2.15	2.62	3.17	3.83
1c	0.93	0.98	1.04	1.10	1.14	1.18	1.32	1.60	1.94	2.35
1d	1.68	1.77	1.88	1.97	2.05	2.13	2.38	2.89	3.50	4.24
2	0.91	0.97	1.03	1.09	1.13	1.18	1.33	1.62	1.97	2.40
3a	1.78	1.86	1.98	2.07	2.14	2.22	2.46	2.95	3.54	4.25
3b	0.65	0.68	0.73	0.76	0.80	0.83	0.93	1.14	1.38	1.67
4	0.90	0.08	1.01	1.06	1.10	1.14	1.27	1.54	1.85	2.24
5a	1.12	1.18	1.26	1.33	1.38	1.44	1.61	1.97	2.39	2.91
5b	1.14	1.21	1.29	1.36	1.41	1.47	1.65	2.01	2.45	2.97
5c	2.91	3.08	3.28	3.46	3.60	3.74	4.21	5.14	6.23	7.56
5d	2.17	2.29	2.44	2.57	2.68	2.79	3.14	3.84	4.68	5.70
6	1.10	1.16	1.23	1.29	1.33	1.38	1.53	1.83	2.19	2.62
7	2.84	2.99	3.18	3.35	3.48	3.61	4.05	4.92	5.95	7.20
8	4.39	4.61	4.88	5.12	5.30	5.48	6.09	7.31	8.75	10.47
9	5.15	5.41	5.75	6.03	6.26	6.50	7.26	8.82	10.65	12.87
10	2.38	2.49	2.64	2.77	2.87	2.97	3.29	3.97	4.77	5.74
11	1.65	1.73	1.84	1.92	1.99	2.06	2.28	2.74	3.27	3.91
12	2.07	2.17	2.30	2.41	2.50	2.58	2.86	3.44	4.11	4.91
13	1.56	1.64	1.74	1.82	1.89	1.96	2.19	2.65	3.20	3.86
Total	38.35	40.36	42.88	45.06	46.75	48.50	54.15	65.61	79.17	95.54

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
Total	995.22	994.49	982.83	987.42	994.86	1004.36	1026.95	1063.85	1097.49	1132.23

Source Calc - Table 4a x 70%

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
Total	426.52	426.21	421.21	423.18	426.37	430.44	440.12	455.93	470.35	485.24

Source Calc - Table 4a x 30%

Ald, Briskel Rand, Cleanwiser Ald, Cleanwiser Rand Tradeshory Ald, Tradeshory Rand Orthodore	10.47 17 m	1.00	3.36 2.47
non, umaneur facil Teslenbury Aldi, Teslenbury facil, Orchenburo Anto, Bruton Way, Glournian	25.47 36.58	4.10 8.67	24.00 64.30
All, Technical paid, Cherkelman All, Technical paid, Cherkelman All, Anderderia paid, Cherkelman Al	20.54 0.80 0.94	0.00 1.61	28.18 6.13 3.11
Cong, Bath Sani, Cleberhan Cong, Berbell Sumue, Cleberhan	0.00	3.83 0.80	439 640
Coup, Finlay Soud, Glournier Coup, Finlay Soud, Glournier Coup, Glournier Soud, Landoune, Ordinshum	0.33	0.49	683 633
Comp, Healers Way, Chellenham Comp, High Street, Tentershary Comp. High Street, Tentershary	0.00 0.29	0.88 0.33	643
Com all the Mexical Controlled Co	0.00	1.08 1.08	188
Crops, Milview Paralie, Nucleirale, Gianaraise Crops, Hadronie Had, Gianaraise Crops, Enghalmi Rad, Gianaraise Crops, Leidynghalmi Rad, Cheinham Crops, Leidwagh Rad, Cheinham Crops, Leidwagh Rad, Obelindam Crops, Leidwagh Rad, Obelindam	0.00 0.56	0.00 0.34 4 ***	880
Comp, London Read, Oseriton Kings, Osellenbare Comp, Manipellier Baad, Osellenbare Comp, North Stonet, Whinhamber	0.00	0.80 2.34	6.80 2.73
Corey, North Stoner, Wilmhounder Corey, Northway Lone, Treaknikory Corey, Farken Boal, Oburdelman, Glouender Corey, Senendi Jonnes, Talley, Glouender Corey, Senendi Jonnes, Talley, Glouender Corey, Senendi Paul, Glouender	0.80	2.88 1.38	3.38 1.68
Coup, Seventh Jonnue, Tulling, Glauseder Coup, Seymen Road, Glauseder Coup, Market MI, Challedon	0.00	1.05	146
Comp., Symmum Rand, Ollumentier Comp., Warshen Will, Chellorsham Comp., Windyshigh Essell, Wymans. Straid: Esiatir, Chellonsham Indexes, High Elevel, Oselinsham Indexes, Oselino, Glazamine	1.08	1.30 0.27	135
Come Standing of General Seal Marie Schristense  Medical Quality, Bassesse	4.75 10.09	0.75 1.39 2.39	834 13.38
Lid, Euroham Stod, Bohops Clerur Lid, Grassman Tengar, Ordinsban	11.70 6.24	5.39 0.98	17.00 7.33
San, Consider Street, Considera MEE Simply Fami, Scholarch Stant, Tradersbury MEE Simply Fami, Singuistics Set at Park , Owtherham Marks and Spencer, High Street, Owtherham	4.57 3.25	0.34 1.05 1.26	651 651
Mark and Figures - Sign More Optimisms of the Mark State Sta	2.37 16.30	1.64 4.48	4.72 26.18
Morrison, Gircon Stegging Oreire, Johnydole, Geosester Morrison, Kegeldi, Geosester Morrison, Mete Nice Ballows Trianalet, Giocenter	0.34	0.00	634 ULAS
Moreium, Presidery Read, Ordenbam Moreium, Unralegian Read, Up Katherley, Chellesbam	1.33 86.33	0.53 7.50	1.66 61.61
Moresson, Minhameta Isaniff Sariowa Kasi, Oslersham Kashariya, Bamish Higi Barmand, Ghamisha Kashariya, Bamish Higi Barmand, Ghamisha Kashariya, Bamish Higi Barmand, Ghamisha Kashariya, Basing Gario, Ghamisha Kashariya, Sariongha Chen, Ghamishan Kashariya, Sariongha Chen, Ghamishan Kashariya, Sariongha Chen, Ghamishan Kashariya, Banisha Wang, Ghamishan Gario, Wang, Maring Chang, Sario, Sario, Maring Chang, Maring Chang, Sario, Sario	22.85 0.72	5.40 1.41	28.12 2.12
Estebury's, Callagher Betail Fash, Tradembury Snad, Chellenham Estedony's, Northgale Street, Glournier	17.86 3.67	5.89 2.75	63.75 5.78
Salmbury's, Priors Basel, Galiley, Orelineham Salmbury's, St. Son Way, Glournier Queys, Glournier Team Leaves, England Leaves, Glournier	20.30	5.61 0.77	28.34 8.77
Leanbury Y, D. Jan Way, Glasserier Quey, Glasserier Tenne Spron, Estaber Jerung, Glasserier Tenne Spron, Hersbeit Stard, Chellenham Tenne Spron, Jerus Jerus, Bried Stard, Glasserier Tenne Spron, Jerus Jerus, Bried Stard, Glasserier Tenne Spron, Queyn, Girl Gelenham Stard, Longilverm, Glasserier Tenne Spron, Querns Stard, Ordination	0.00	2.33 1.84	3.33 1.84
These Leaves, Section Leaves L	0.00	1.98	1.68 2.33
Towa Farrer, Dill Delevin-ber Mind, Langharem, Glaussier Towa Farrer, German Levinser, Ordinalmer Towa Farrer, German Levinser, Ordinalmer Towa Farr, Smith Stein, Smith Stein, German Farrer, Smith Stein, Smith Stein, German Farrer, Smith Stein, Smith Smith Stein, S	28.10 30.21	9.64 13.30	D.B.
Texas Metro, Bolopo Walls, Texaberbury Texas Metro, High Stevet, Chellesham Texas Metro, High Stevet, Chellesham	2.39 1.04	2.63 4.74	481 638
Treas Expensione, Charak Basil, Bohaya Cleruse Treas Expensione, Colletto Drive, Orelineham	17.50	7.84	34.13
Treat Expension, Ur Charlet Read, Climanian Water Springer Way, Carllettum Rating Charles	N. 34 0.85	8.55 1.36	43.69 2.38
Brisial Carallii	0.39	0.00	639 633
Continuous taux amine Compaises	0.66	0.33	639
Contented Contented	9.79 0.86	6.58 6.00	16.17 647
Contentional Contentional	7.07 9.50	0.46 10.46 3.77	27.53 627
Clearnier sity under Clearnier Quays, Judiel serine), Clearnier Lydney	0.64 1.89	0.14 2.51	6.78 4.50
Malaere Link Marranath	1.49	0.49	187
Naminaries Caroligality (Moliniai arreline), Glassender	1.83	4.90 0.33	6.71 3.10
rensum Qualiging (dalami erelor), Glassenier Bances Nyr Sines on the Wald Sinesteri spen kven	0.00 0.00	0.86 0.77 0.67	637 18*
Siread Suinder learn arrive	1.29 0.00	4.38 0.34	7.47 634
Trackeshury Upton on Seven Windowske	0.00 0.00 0.09	0.76 0.76	631 681
Internet / delivery Std. Stemate Read, Carterian	85.50 0.59	0.00	659 659
non, namery Joseph Sirapport Jüld, Brankend Sirani, Sancare Wye Jüld, Canners Winn, Siraniferd samer Josep	0.45 1.57 0.49	0.00 0.34 0.00	181
Informers / Ankroy  Alls, Allmarier Mank Centriem  Alls, Allmarier Mank Centriem  Alls, Allmarier Mank  Alls, Centriem Street, Street  Alls, Centriem Street, Street  Alls, Centriem Street  Alls, Centriem Street  Alls, Centriem Street  Alls, Centriem Street  Alls, Stre	1.00	1.49 0.30	5.80 3.30
Alls, Cottishin Basi, Cormoniesi Alls, Europhe Imm Trombiny Alls, Egrey's Basif, Bergant Alls, Spark, Basif, Bergant Alls, Sanz-Lang, Todashan Anderschall Anderschall and Angel Spark, Persistent Anderschall and Angel Spark, Confell Anderschall, European (Short, Confell Anderschall and Conference of Conference), Genderer Anderschall and Conference of Conference (Conference of Conference of Co	0.45 2.44 0.80	0.80 0.81	3.35 6.51
Jode, Gog Groups's Way, Pershare Jode, Geogramal Drive, Caroliff	4.86 0.80	1.85 0.36	636
Josia, Nava Lave Link Rosel, Eingessey, Quesigniny Johinneseth	0.80	0.88	£48
Salary Belalay	0.00	0.30	630 637
Berry Hill Boley Biddeney	0.00	0.13 0.64 0.3*	644 644
Boutenanile Water Brean	0.33	0.47	6.50 6.30
Brierley Bradelberger Balleron, Walt Street, Microbiosis Marsh	0.00 0.00 0.07	0.11 0.14 1.80	631 634 34P
Broads Owey  Broads Owey  Barlgern, High Brown, Misserton in Marsh  Barlgern, Derfind Baser Kitel, Charline Greg  Barlgern, The Bossell, Bask Lawe, Broadway  Charlon Rings	0.00	0.10	6.10 1.85
	0.00	0.84 0.94	634 634
Charloban Coup, Alberton Grow, Eastington	0.00	0.61 1.71	641 131
Coup, Jugel Steel, Wonarder Coup, Barbol Soul, Hardsohe, Comunier Coup, Golley Green Soul, Colorona, House	0.67 0.00 0.70	0.00 0.07 2.67	647 647 247
Corop, Charles Sirveri, Chellenham Corop, Gavies Snail, Evenham	0.00	1.30	130
Crosp, Dashham Read, Crobridge Crosp, High Street, Olypping Campiles Crosp, High Street, Shapenier	0.00	0.70 0.37	6.73 6.77
Wangs designed by the control of the	0.00	1.61 0.34	141
Cores, High Sinnel, Sinnelmoor Cores, London Honor, High Sinnel, Drylonols	0.00	0.17	637
Long, transferier Rose, High Street, Newset Cong, Market Raw, Farked Cong, Market Square, Newset	0.88 0.80 1.44	0.50 0.34 2.80	634 634
Comp. New Street, Leabury Comp. Newwork Street, Leabury	0.36	0.80 2.80	339
Louge, Los Sirent, Uplanum Grumn Cones, Barmanum Band, Persitan Cones, Bandery Band, Surviny	0.00 0.05 0.00	0.54 0.80 0.90	6.64 6.85
Coup, Safter Street, Berkeley Coup, Sail Read, Street	0.45 0.80	2.37 0.79	3.78 6.73
Long, sedim Sted, Borton on the Water Cong, The Marvier, Calebral Cong, The Square, Stee Co. The Wold	1.60 1.34 0.35	3.41 2.75 0.31	3.87 6.32
Comp. Valley Boad, Condented Contry	0.34	0.38	618
Coulty Christmann Christmann Complex (Server Steven) Steven, Santhhead Container, The Container, Stevenshood Container, The Container, Stevenshood Container, St	0.00 0.00 0.00	0.06 0.00 0.10	888 888 887
Controller, Wheelpines District Centre, Textershory Court Farm Stop, State Seat, State Sedand	0.00	0.33	633 629
Leadington Leadington	0.00 0.00 0.76	0.61 0.61	6.61 6.37
Eldry Ellendro Farming, Overham Snai, Everham	0.00	0.41 0.38	641
ramme Falleti Farminals, Britisi Snat, Quelgriny	0.00	0.33 0.38	637 631 637
Falledi Farefauls, British Soul, Quelgriny Farefauls, Grosselins Square, Ordinsham Farefauls, Essieve, Ivenus, Gloursier	0.00	0.30	6.30 6.00
Famous Variable Familia (Familia (Famil	0.85 0.80 0.80	0.00 0.09 0.38	6.61 6.00 6.38
Pantaride Halmleigh	0.00	0.90	6.36 6.30
nume nagains, Menywalls, Unpping Centre, Urusul Homeylaunee Handmake	0.00 0.00	0.61 0.66 0.39	6.41 6.44 6.34
Hartiny Infanti Aginoset Square, Moreonath	0.80 0.37	0.12	633 637
larland, Ednburgh Place, Ordinaham larland, High Sirent, Esenham larland, Manmouth Essarin, Carriero	0.00	0.81 0.81	681
Hentiley Indead, Agiromert Equare, Minemashi Indead, Edinburgh Pilan, Osebirohen Indead, Edinburgh Pilan, Osebirohen Indead, Adaromenth Equare, Cambian Indead, Adaromenth Equare, Cambian Indead, Parasonage Etwan, Cambia, Indead, Parasonage Etwan, Cambia, Etwand	0.33 0.34	0.67	680 133
Leck hampion.	0.00 0.00 8.09	0.23 0.08 1.96	6.23 6.68 16.0*
List, Brandway Road, Eveylam List, Barani Road, Coepriss List, Balani Road, Coepriss List, Carpoll Road, Cordey List, Lave Larry, Coronnele List, Lave Larry, Coronnele List, Rendersk Road, Cheeleval List, Redersk Road, Moronnelb	2.09 4.93	0.30 2.39	339 333
Lift, Love Lane, Creminiter Lift, Farnigate Road, Creterbed Lift, Rentance Road, Streets Road	8.54 6.35	2.00 2.34 1.74	8.80 111
Lid, Redinash Snad, Moremath Littledan Lends, Polly Geor, Uplands, Strend Lends, Limby, Moremath	0.00	0.11	611 641
Londin, Liandopo, Morrosuch London Londoner	0.00 0.30 0.00	0.36 0.80 1.3*	633 1,74
ipdomb Marts and Spenier Barnamol RF, Barnamol Road, Ginaerier	0.00	0.33	633 633
Marks and Spenore Manneaud R. Barnamad Rand, Gazardor Marks and Spenore, Spen Stard, Cornwarder Marks and Spenore, Endypain Birnel, Glossovier Marks and Spenore, Endypain Birnel, Stardon Marks and Spenore, Marchit's Clara, William Marks and Spenore, Marchit's Clara, William Marks and Spenore, Marchit's Clara, William Marks and Spenore, Marchit's Clara, William	0.43 0.00 0.00	0.61 1.33	641 187
Marks and Spenser, Euroban Dopping Park, Euroban Marks and Spenser, Marinish Come, Wilsony Marks and Spenser, Marini Road IP, Utation Road, Sinos on the Wold Marks and Spenser, The Med Coldo Concessor, Pelchany, Brisind	0.39	0.00	633
Marks and Sproom, The Mail Orbin Coursey, Publishey, Brisini Millhoot Minchishermine	0.00 0.00	0.33 0.33 2.50	6.13 2.50
Minshirkengion Minshirworth Maretanin Marsh	0.00	0.30 1.39	6.30 1.48
warrum Leaf, Ope Street, Generale Martum, Davin Stad, Overlam Martum, Dilare Drin, Sainder	0.59 57.06 0.00	0.70 5.86 0.38	63.40 63.91
Morestone Much Morton Sand, Open Bores, Omensales Mortons, Sand, Open Bores, Omensales Mortons, Sand, Open Bores, Omensales Mortons, George Sand, Develores Mortons, George Sand, Saldensel Mortons, George Sand, Saldensel Mortons, Mortonsel Mortons, Saldensel Mortons, Saldensel Mortons, Saldensel Mortons, Mortonsel Mortonsel, Saldensel Mortonsel, Saldensel Mortonsel, Saldensel Mortonsel, Saldensel Mortonsel, Saldensel Mortonsel, Saldensel Mortonsel Morto	1.68 0.61	2.75 0.80	641
Martine, Sanar Way, Malern Martine, Cation Soal, Yale Martine, Cation Street, Say - 10-1	0.43 0.80 15.56	0.00 0.14 0.89	645 634 343*
	0.60	0.25	3.84 6.31
Branchar on Events Blow, Possell Green, Floweri Blow, Commonter Raud, Oxedon Eige, Oxelonibare Blow, Sign Eisene, Collebed Blow, Right Eisene, Collebed Blow, Right Eisene, Tolywing Blow, Right Eisene, Tolywing	0.00 0.00 0.39	0.08 0.70 0.31	6.00 6.67
No., High Edward, Tourning South Milday	0.00	0.54	6.54 6.34
normani Die Siep, Eingrove StadiEati, Hardatike Die Sies, Hab Street, Ossalre Gorgaler	0.00	0.36 0.30	636 630
Die Sieg, Hagheim Reel, Gleuwier Die Sieg, Hingsheim Reel, Gleuwier Die Sieg, Willimme Reel, Gen, Dundry	0.00	0.39	6.30 6.34
One Stop, Salter Street, Bedsday	0.00 0.00	0.33 0.33	1.80 6.33
Pendala South Road Street Names	0.00 0.00	0.41 0.37	6.61 6.17
Now any the term, Confident Now, Spile Steam, Confident Now Spile Steam, Confident North Confi	9.80	0.39	6.09 6.49
Prenier, Matson Joense, Glossesier Bestinne		0.29 0.39	639 659
Prenier, Matson Joense, Glossesier Bestinne	0.00 0.00 0.00	2.48 13.12 g.m.	655 66.00
Prenier, Matson Joense, Glossesier Bestinne	0.00 0.00 0.00 4.00 10.47	0.00	633
Prenier, Matson Joense, Glossesier Bestinne	0.00 0.00 0.00 0.00 0.33 0.33 0.34		330
Prenier, Matson Joense, Glossesier Bestinne	0.00 0.00 0.00 4.00 0.33 0.33 0.33 0.44 2.30 0.61	0.00	***
From Marchanes Constants Fromber  Self-Self-Self-Self-Self-Self-Self-Self-	0.00 0.00 0.00 4.06 0.33 0.31 0.31 0.44 0.40 0.40 0.40 0.00	0.00 0.00 0.00 0.41 0.41	633 641 630
From the filter and home (Bosteller Worker)  for the filter and th	0.00 0.00 4.00 0.00 0.00 0.00 0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00	633 641 630 638 638
From the filter and home (Bosteller Worker)  for the filter and th	0.00 0.00 4.00 0.00 0.00 0.00 0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	631 641 630 638 638 638 638 646
From the filter and home (Bosteller Worker)  for the filter and th	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	631 630 638 638 638 638 648 648 648
From White Internal States of Control	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	633 641 630 638 638 638 646 646 641 631 631 631
The control of the co	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	611 641 643 643 644 644 644 645 644 641 644 641 641 641 641
The many transport of the control of	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.01 0.00 0.00 0.00 0.00 0.00	611 641 640 638 638 646 646 641 631 631 641 641 641 641 641 641 641
The many transport of the control of	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	611 641 638 638 638 646 646 631 631 631 631 647 647 647 647 647 647 647
The many transport of the control of	0.00 0.00 6.00 10.07 0.11 0.44 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 0.0	633 641 633 634 634 646 646 641 633 641 634 641 641 641 641 641 641 641 641 641 64
The many transport of the control of	0.00 0.00 6.00 10.47 0.13 0.44 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	633 641 642 638 638 638 646 646 641 641 641 641 641 641 641 641
The many transport of the control of	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	613 641 628 628 628 628 621 621 621 621 621 621 621 621 621 621
The many transport of the control of	0.00 0.00 4.00 0.01 0.11 0.11 0.01 0.00 0.00	0.00 0.00 0.01 0.01 0.02 0.02 0.03 0.03 0.04 0.03 0.04 0.04 0.04 0.04	611 623 623 623 623 624 624 627 621 621 621 621 621 621 621 621 622 623 624 627 623 624 627 628 629 629 629 629 629 629 629 629 629 629
The many transport of the control of	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	611 612 613 613 613 614 614 615 617 617 617 618 619 619 619 619 619 619 619 619 619 619
The many transport of the control of	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	611 612 613 613 614 615 616 617 617 617 617 618 618 618 618 618 618 618 618 618 618
The many transport of the control of	300 300 300 300 301 301 301 302 303 303 303 303 303 303 303	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	610 610 610 610 610 611 611 611 611 611
Section of the control of the contro	300 300 300 300 301 311 344 340 300 300 300 300 300 300	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	610 610 610 610 610 610 611 611 611 611
The control of the co	300 300 300 300 301 301 301 302 300 300 300 300 300 300 300	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	100 100 100 100 100 100 100 100 100 100
The control of the co	300 300 300 300 300 300 300 300 300 300	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	611 612 613 613 613 613 613 613 613 613 613 613
The control of the co	300 300 300 300 300 300 300 300 300 300	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	611 612 613 613 613 613 613 613 613 613 613 613
The control of the co	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	611 612 613 613 613 613 613 613 613 613 613 613
The control of the co	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	101 102 103 103 103 103 103 103 103 103 103 103
Section of the control of the contro	380 380 381 381 381 381 381 381 381 381 381 381	0.00 (	611 1 610 1 611 1
The control of the co	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	100 100 100 100 100 100 100 100 100 100
The control of the co			

Table 9- Existing Foodstores

Traco Centere    Face Offerto		Sales Floorpsace sq m	Conv Sales floorspace sq m	Sales density £/sq m	Benchmark Turnover £m	Survey Derived Turnover £m	Difference £m
Tesco Netro	Cheltenham						
Seed	Town Centre						
Section							
March & Spenner Mortons (Agents) Mortons, Carramon Fold Simbleby High St Simble Star (High St) Simble Star (Hi							
Morelson Workshore   September   Septemb							
District Centers							
Morrisons, Caremoron Road   2954   2511   12036   30.22   41.61   11.39	Morrison Winchcombe St Sainsbury High St	929					
Morrisons, Caremoron Road   2954   2511   12036   30.22   41.61   11.39	District Control						
Coop, Bah Road	Morrisons, Caernarvon Road	2954	2511	12036	30.22	41.61	11.39
Companion Square  622 591 7000 4.14 1.60 2.5.53  Some Suriable Town / District Centres  Sinch Suriable Town / District Centres  Add Stather   1.80	Sainsbury, Bath Road	379	360	13243	4.77	2.32	-2.44
Stores Outside Town / District Centres	Co-op, Bath Road	375	356	7448	2.65	4.79	2.13
Sainsbury, Pewdebury Road   5729   4010   13243   53.11   43.75   9-36   1008   14.66   24.12   20.55   20.05	Coronation Square	622	591	7000	4.14	1.60	-2.53
Trees, Colletts Drive    1749	Stores Outside Town / District Centres						
Waltrose, Noneybourne Way	Sainsburys, Tewkesbury Road	5729	4010	13243		43.75	-9.36
Aside Hattherley Lane         3876         2326         13098         30.47         29.33         1.13           Marks & Spencer, Kingslitch Retail Park         750         675         11122         7.51         5.62         1.80           Add, Tewkesbury Read         960         768         7630         5.86         2.95.7         23.71           Coop, Uniforkings         300         285         7448         2.12         4.66         2.54           Sinsbury, Prestbury         2355         2010         13243         2.56.2         2.53         4.18           Morrison Prestbury Rd         2355         2010         12036         1.81         1.66         2.54           John Stores in Cheltechian         Total         24591         200.88         279.33         1.55           Gloucester         City Centre           City Centre         Simbury Northgate         1397         1157         13243         15.73         5.78         9-94           Marks and Spencer         400         380         765         7081         5.42         2.61         2.80           Iceland         1522         13380         12036         1.6.00         2.653         9.	Tesco, Colletts Drive	5749	4024	11098	44.66	24.12	-20.55
Marks & Spencer, Kingsditch Retail Park All, Tewbestup 20, 25, 25, 27, 21, 21, 28, 20, 20, 20, 20, 20, 20, 20, 20, 20, 20	Waitrose, Honeybourne Way	2800	2800	12151	34.02	42.69	8.66
Add, Tewkebury Road 990 788 7630 5.86 29.37 1.23.71 Coop, Windy Rigie Road 426 405 7448 3.01 1.67 1.35 Coop, Charlot Kings 300 285 7448 2.12 4.66 2.54 Simbury, Prestbury 2265 2010 12343 2.66.2 2.514 1.28 Coop, Charlot Kings 300 285 7448 2.12 4.66 2.54 Simbury, Prestbury 40 150 12036 1.81 1.66 -0.14 Other Stores in Chelteenham	Asda Hatherley Lane						
Coop, Mindy Ridge Road							
Co-op, Charlon Kings							
Sainsbury, Prestbury   2365   2010   13243   26.62   25.34   -1.28							
Dither Stores in Cheltenham							
Color   Colo	Sainsburys, Prestbury Morrison Prestbury Rd	2365					
Company   Comp							
Siloucester	Other Stores in Cheltenham						1
City Centre     1397   1187   13243   15.73   5.78   -9.94	Total		24591		280.88	279.33	-1.55
Sainsbury Northgate   1397   1187   13243   15,73   43,23   47,2   0.49     Iceland   850   765   7081   5.42   2.61   -2.80     Iceland   850   765   7081   5.42   2.61   -2.80     Other city centre   1623   1380   12036   16.60   26.53   9.3     Tesco Quedgeley   2622   1835   11098   20.37   42.43   22.06     Aldi Quedgeley   933   746   7630   5.70   36.28   30.59     Stores Outside Town / District Centres     Asda Bruton Way   3877   2714   13098   35.55   43.25   7.71     Sainsbury Stamt Way   3720   2604   13243   34.48   28.24   -6.25     Sainsbury Stamt Way   4666   3266   13243   43.25   28.22   14.94     Fesco Rockworth   3350   11098   37.18   37.83   0.65     Fesco Stowalds   3491   2444   11098   27.12   38.24   11.12     Aldi Clifton Road   1125   900   7630   6.87   0.00   6.87     Lidl Briston Ru Way   3279   2459   12036   29.60   15.28   10.23     Morrison Mett Way   3279   2459   12036   29.60   15.28   10.23     Morrison Mett Way   3279   2459   12036   18.76   0.24   18.52     Sainsbury Barton St   274   274   713243   3.77   0.29   2.98     Fesco Town Centre   974   877   11098   9.73   14.91   5.18     Coop High St   780   741   7448   5.52   0.62   4.90     Tewekesbury   1050   892   7630   6.81   21.04   14.23     Tewekesbury   1050   892   7630   6.81   21.04   14.23     Tewekesbury Total   1132   906   3895   3.53   17.09   13.57     Tesco Complete   1132   906   3895   18.70   26.65   7.95     Bishops Cleve Total   1132   906   3895   18.70   26.65   7.95     Bishops Cleve Total   1132   906   3895   18.70   26.65   7.95     Bishops Cleve Total   1132   906   3895   3.53   17.09   13.57     Tesco Complete   1132   906   3895   3.53   17.09   13.57     Tesco Complete   1132   1132   1132   1132   1133   1133   1133   1133   1133   1133	Gloucester						
Marks and Spencer (seland 850 765 7081 5.42 2.61 -2.80 Other city centre 850 765 7081 5.42 2.61 -2.80 Other city centre 975 765 7081 5.42 2.61 -2.80 Other city centre 975 765 765 7681 5.42 2.61 -2.80 Other city centre 975 765 765 7681 5.42 2.61 -2.80 Other city centre 974 877 11098 9.73 14.91 5.18 Co-op Highst 780 14.91 15.18 Co-op Highst Other Utild 1132 906 3895 13.53 17.99 13.57 Testes Utild 1132 15.18 15.19 15.173 15.18 Co-op Highst Country Total 1132 15.18 15.19 15.173 15.17 15.18 Co-op Highst Country Total 1132 15.18 15.173 15.17 15.18 Co-op Highst Country Total 1132 15.18 15.173 15.17 15.18 Co-op Highst Country Total 1132 15.18 15.173 15.17 15.18 Co-op Highst Country Total 1132 15.18 15.173 15.17 15.18 Co-op Highst Co	City Centre						
Interland   Section   Se							
District Centres							
District Centres   1623   1380   12036   16.60   26.53   9.93   745   7630   5.70   36.28   30.59		850	765	7081	5.42	2.61	-2.80
Morrison Abbeydale	Otner city centre						
Texco Quedgeley   2622   1835   11098   20.37   42.43   30.59	District Centres	4622	4200	42025	45.50	26.52	0.00
Aldi Quedgeley 933 746 7630 5.70 36.28 30.59  Stores Outside Town / District Centres  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 St Ann Way 3720 2604 13243 34.48 28.24 6.25 Sainsbury St Ann Way 3720 2604 13243 34.48 28.24 6.25 Sainsbury Bartett Way 4666 3266 13243 34.32 5 28.32 1-19.94 Tesco Brookworth 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 Luid Bristol Rd 940 800 3895 3.12 6.14 3.02 Luid Bristol Rd 940 800 3895 3.12 6.14 3.02 Luid Bristol Rd 940 800 3895 3.12 6.14 3.02 Sainsbury Barton Way 3279 2459 12036 29.60 15.82 10.23 Morrison Metz Way 3279 2459 12036 18.76 0.24 1.8.52 Sainsbury Barton St 274 247 13243 3.27 0.29 2.98 Sainsbury Barton St 274 247 13243 3.27 0.29 2.98 Sainsbury Barton St 274 247 13243 3.27 0.29 2.98 Slouester Other 1071 983 11098 9.73 14.91 5.78 5.13 Gloucester Other 28148 320.20 334.80 14.60  Tewkesbury  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 Other District centre Co-op Northway 836 794 7448 5.92 2.38 -3.53  Stores Outside Town / District Centres Morrisons Ashcurch Rd 2323 1975 12036 23.77 20.18 -3.59 Morrison Ashcurch Rd 1132 906 3895 3.53 17.09 13.57 Tewkesbury 1050 892 7630 6.81 21.04 14.23  Tewkesbury 1132 906 3895 3.53 17.09 13.57 Tewkesbury 1050 892 7630 6.81 21.04 14.23  Tewkesbury 1132 906 3895 3.53 17.09 13.57 Tesco Churchombe Other  Other  Other  Other  Other  Other  Other  District centre Co-op 90 81 7448 0.60 2.73 2.13							
Stores Outside Town / District Centres							
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 St Ann 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 111098 27.12 38.24 11.12 Ald Cliffon Road 1125 900 7630 6.87 0.00 6.87 0.00 6.87 0.00 16.80 1125 900 7630 6.87 0.00 16.87 0.00 16.87 0.00 16.87 0.00 16.80 1125 11098 12.28 10.23 Morrison Netz Way 3279 2459 12036 29.66 12.28 10.23 Morrison Kings Hill 3227 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 10.00 Teacher Co-ph High St 780 741 7448 5.52 0.62 4.90 Other District Centres Morrison Ashcurch Rd 2323 1975 12036 23.77 20.18 -3.53 Stores Outside Town / District Centres Morrison Ashcurch Rd 2323 1975 12036 23.77 20.18 -3.59 Ald Gloucester Rd Tewkesbury 836 794 7448 5.92 2.38 -3.53 Stores Outside Town / District Centres Morrison Ashcurch Rd 2323 1975 12036 23.77 20.18 -3.59 Ald Gloucester Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 Tesco Town Centre Co-p Northway 836 794 7448 5.92 2.38 -3.53 Stores Outside Town / District Centres Morrison Ashcurch Rd 2323 1975 12036 23.77 20.18 -3.59 Ald Gloucester Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 Tesco Town Centre Co-p Migh St 22.23 1975 12036 23.77 20.18 -3.59 Ald Gloucester Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 Tesco Town Centre Co-p Report Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 Tesco Town Centre Co-p Report Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 Tesco Town Centre Co-p Report Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 Tesco Town Centre Co-p Report Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 Tesco Town Centre Co-p Report Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 Tesco Town Centre Co-p Report Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 Tesco Town Centre Co-p Report Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 15.57 Tesco Town Centre Co-p Report Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 15.57 Tesco Town Centre							
Sainsbury St Ann Way Sainsbury St Ann Way Sainsbury Barnett Way 4666 3266 13243 43.25 28.32 -14.94 Fesco Brockworth 3350 11098 37.18 37.83 37.83 0.65 Fesco St Oswalds 3491 2444 111098 27.12 38.24 11.12 Aldi Cliffon Road 1125 900 7630 6.87 0.00 6.							
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     Aldi Clifton Road   1125   900   7630   6.87   0.00   6.87     Aldi Clifton Road   1125   900   7630   6.87   0.00   6.87     Aldi Clifton Road   1125   900   7630   6.87   0.00   6.87     Aldi Clifton Road   1125   900   7630   6.87   0.00   6.87     Aldi Clifton Road   1125   900   7630   6.87   0.00   6.87     Aldi Clifton Road   1125   900   7630   6.87   0.00   6.87     Aldi Clifton Road   1125   900   7630   7630   7630   7630     Bishops Cleve Total   1132   906   3895   3.15   17.09   13.57     Bishops Cleve Total   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   906   3895   3.53   17.09   13.57     Tesco Durch Road   1132   1130   1130   1130   1130   1130   1130   1130   1130   1130   1130   1130   1130   1130   11							
Tesco Brockworth							
Tesco St Oswalds 3491 2444 11098 27.12 38.24 11.12 Aldi Clifton Road 1125 900 7630 6.87 0.00 6.87 0.00 6.87 1101 Birtiot Road 1125 900 7630 6.87 0.00 6.87 0.00 6.87 0.00 6.87 0.00 6.87 0.00 6.87 0.00 6.87 0.00 6.87 0.00 6.87 0.00 6.87 0.00 6.87 0.00 12.28 10.23 12.61.14 3.02 12.61		4666					
Aldi Gliffon 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		2401					
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 622 528 3895 2.06 12.28 10.23 Morrison Kings Hill 2327 1559 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 28148 320.20 334.80 14.60 Tewkesbury							
Lidit 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							
Morrison Metz Way   3279   2459   12036   29.60   15.82   -13.77							
Morrison Kings Hill							
Tesco Churchdown Gloucester Other 1071 983 11098 10.91 5.78 -5.13 Gloucester Other 0.00 14.60 14.60 14.60 15.78 15.13 16.00 14.60 14.60 15.78 16.00 15.79 16.00 15	Morrison Kings Hill		1559	12036	18.76		-18.52
Total Gloucester Other   28148   320.20   334.80   14.60	Sainsbury Barton St	274	247	13243	3.27	0.29	-2.98
Total Gloucester   28148   320.20   334.80   14.60	Tesco Churchdown	1071	983	11098	10.91	5.78	-5.13
Tewkesbury 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 Other  District centre Co-op Northway 836 794 7448 5.92 2.38 -3.53  Stores Outside Town / District Centres Morrisons Ashcurch Rd 2323 1975 12036 23.77 20.18 -3.59 Aldi Gloucester Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23  Tewkesbury Total 51.73 59.13 7.40  Bishops Cleve Other Other Uther	Gloucester Other				0.00		
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 Other 9/10 Strict centre Co-op Northway 836 794 7448 5.92 2.38 -3.53 Stores Outside Town / District Centres Morrisons Ashcurch Rd 2323 1975 12036 23.77 20.18 -3.59 Aldi Gloucester Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23 Tewkesbury Total 51.73 59.13 7.40 Bishops Cleve Other Lidl 1132 906 3895 3.53 17.09 13.57 Tesco 2106 1685 11098 18.70 26.65 7.95 Bishops Cleve Total 22.23 43.74 21.51 Winchcombe Co-op 990 81 7448 0.60 2.73 2.13 Other	Total Gloucester		28148		320.20	334.80	14.60
Co-op High St	Tewkesbury						
Other Co-op Northway 836 794 7448 5.92 2.38 -3.53  Stores Outside Town / District Centres Morrisons Ashcurch Rd 2323 1975 12036 23.77 20.18 -3.59  Aldi Gloucester Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23  Tewkesbury Total 51.73 59.13 7.40  Bishops Cleve Other Lidl 1132 906 3895 3.53 17.09 13.57 Tesco 2106 1685 11098 18.70 26.65 7.95  Bishops Cleve Total 22.23 43.74 21.51  Winchcombe Co-op 990 81 7448 0.60 2.73 2.13  Other	Tesco - Town Centre	974	877	11098	9.73	14.91	5.18
District centre   Co-op Northway   836   794   7448   5.92   2.38   -3.53	Co-op High St					0.62	
Stores Outside Town / District Centres   Stores Outside	Other						
Stores Outside Town / District Centres   Stores Outside	District centre	1					
Morrisons Ashcurch Rd   2323   1975   12036   23.77   20.18   -3.59     Aldi Gloucester Rd Tewkesbury   1050   892   7630   6.81   21.04   14.23     Tewkesbury Total   51.73   59.13   7.40     Bishops Cleve   Other   1132   906   3895   3.53   17.09   13.57     Tesco   2106   1685   11098   18.70   26.65   7.95     Bishops Cleve Total   22.23   43.74   21.51     Winchcombe   Co-op   90   81   7448   0.60   2.73   2.13     Other   Other   23.75   2.13     Other   Other   23.75   2.13     Other   Other   23.75   2.13     Other   Other   23.75   2.13     Other   Other   Other   Other   Other   Other     Other   Other   Other   Other   Other   Other     Other   Other   Other   Other   Other     Other   Other   Other   Other   Other     Other   Other   Other   Other   Other     Other   Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other     Other   Other     Other     Other   Other     Other   Other     Other   Other     Other	Co-op Northway	836	794	7448	5.92	2.38	-3.53
Morrisons Ashcurch Rd   2323   1975   12036   23.77   20.18   -3.59     Aldi Gloucester Rd Tewkesbury   1050   892   7630   6.81   21.04   14.23     Tewkesbury Total   51.73   59.13   7.40     Bishops Cleve   Other   1132   906   3895   3.53   17.09   13.57     Tesco   2106   1685   11098   18.70   26.65   7.95     Bishops Cleve Total   22.23   43.74   21.51     Winchcombe   Co-op   90   81   7448   0.60   2.73   2.13     Other   Other   23.75   2.13     Other   Other   23.75   2.13     Other   Other   23.75   2.13     Other   Other   23.75   2.13     Other   Other   Other   Other   Other   Other     Other   Other   Other   Other   Other   Other     Other   Other   Other   Other   Other     Other   Other   Other   Other   Other     Other   Other   Other   Other   Other     Other   Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other   Other   Other     Other     Other   Other     Other     Other   Other     Other   Other     Other   Other     Other	Stores Outside Town / District Centres						
Aldi Gloucester Rd Tewkesbury 1050 892 7630 6.81 21.04 14.23  Tewkesbury Total 51.73 59.13 7.40  Bishops Cleve Other Lidl 1132 906 3895 3.53 17.09 13.57 Tesco 2106 1685 11098 18.70 26.65 7.95  Bishops Cleve Total 22.23 43.74 21.51  Winchcombe Co-op 90 81 7448 0.60 2.73 2.13 Other	Morrisons Ashcurch Rd	2323	1975	12036	23.77	20.18	-3.59
Bishops Cleve   Other   Lid   1132   906   3895   3.53   17.09   13.57     Tesco   2106   1685   11098   18.70   26.65   7.95     Bishops Cleve Total   22.23   43.74   21.51     Winchcombe   Co-op   90   81   7448   0.60   2.73   2.13     Other	Aldi Gloucester Rd Tewkesbury						
Other         1132         906         3895         3.53         17.09         13.57           Tesco         2106         1685         11098         18.70         26.65         7.95           Bishops Cleve Total         22.23         43.74         21.51           Winchcombe         Co-op         90         81         7448         0.60         2.73         2.13           Other         90         81         7448         0.60         2.73         2.13	Tewkesbury Total				51.73	59.13	7.40
Other         1132         906         3895         3.53         17.09         13.57           Tesco         2106         1685         11098         18.70         26.65         7.95           Bishops Cleve Total         22.23         43.74         21.51           Winchcombe         Co-op         90         81         7448         0.60         2.73         2.13           Other         90         81         7448         0.60         2.73         2.13	Bishops Cleve						
Lidl     1132     906     3895     3.53     17.09     13.57       Tesco     2106     1685     11098     18.70     26.65     7.95       Bishops Cleve Total       Winchcombe       Co-op     90     81     7448     0.60     2.73     2.13       Other     90     81     7448     0.60     2.73     2.13	Other						
Bishops Cleve Total   22.23   43.74   21.51	Lidl						
Winchcombe         90         81         7448         0.60         2.73         2.13           Other         90         81         7448         0.60         2.73         2.13	Tesco	2106	1685	11098			
Co-op 90 81 7448 0.60 2.73 2.13 Other	Bishops Cleve Total				22.23	43.74	21.51
Other State of the	Winchcombe						
	Со-ор	90	81	7448	0.60	2.73	2.13
Windrombe Total	Other						

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

Table 10 Convenience goods turnover summary 2015

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

Source: From Table 8 (aggregated)

Table 11 - Convenience Capacity Cheltenham

	2015	2016	2021	2026	2031	2036
Total available expenditure in the Study Area £m	1404.05	1410.60	1467.06	1519.78	1567.84	1617.47
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
Total available expenditure excl 50% of non-store sales £m	1358.42	1358.41	1380.51	1415.68	1445.55	1477.56
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%
Turnover potential (£m)	297.51	297.51	302.35	310.05	316.60	323.61
Overtrading (£m)	-1.55	-1.55	-1.55	-1.55	-1.55	-1.55
Expenditure capacity (£m)	-1.55	-0.37	6.84	14.83	21.38	28.39
Floorspace Requirement @ £12000/sq m	-129	-31	577	1252	1805	2397

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

Table 12 - Convenience Capacity Gloucester

	2015	2016	2021	2026	2031	2036
Total available expenditure in the Study Area £m	1404.05	1410.60	1467.06	1519.78	1567.84	1617.47
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
Total available expenditure excl 50% of non-store sales £m	1358.42	1358.41	1380.51	1415.68	1445.55	1477.56
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%
Turnover potential (£m)	373.65	373.64	379.72	389.40	397.61	406.42
Overtrading (£m)	14.60	14.60	14.60	14.60	14.60	14.60
Expenditure capacity (£m)	14.60	16.09	25.14	35.18	43.40	52.20
Floorspace Requirement @ £12000/sq m Sq m	1217	1346	2120	2967	3664	4407

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

Table 13 Convenience Capacity Tewkesbury

	2015	2016	2021	2026	2031	2036
Total available expenditure in the Study Area £m	1404.05	1410.60	1467.06	1519.78	1567.84	1617.47
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
Total available expenditure excl 50% of non-store sales £m	1358.42	1358.41	1380.51	1415.68	1445.55	1477.56
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%
Turnover potential (£m)	61.43	61.43	62.43	64.02	65.37	66.82
Overtrading (£m)	7.40	7.40	7.40	7.40	7.40	7.40
Expenditure capacity (£m)	7.40	7.65	9.13	10.78	12.13	13.58
Floorspace Requirement @ £12000/sq m	617	640	770	910	1025	1147

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

Table 14 Convenience Capacity Bishops Cleeve

	2015	2016	2021	2026	2031	2036
Total available expenditure in the Study Area £m	1404.05	1410.60	1467.06	1519.78	1567.84	1617.47
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
Total available expenditure excl 50% of non-store sales £m	1358.42	1358.41	1380.51	1415.68	1445.55	1477.56
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
Expenditure capacity (£m)	21.51	21.70	22.82	24.06	25.08	26.17
Floorspace Requirement @ £12000/sq m	1793	1815	1924	2031	2117	2209

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

**Table 15 Convenience Capacity Winchcombe** 

	2015	2016	2021	2026	2031	2036
Total available expenditure in the Study Area £m	1404.05	1410.60	1467.06	1519.78	1567.84	1617.47
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
Total available expenditure excl 50% of non-store sales £m	1358.42	1358.41	1380.51	1415.68	1445.55	1477.56
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%
Turnover potential (£m)	3.56	3.56	3.62	3.71	3.79	3.87
Overtrading (£m)	2.13	2.13	2.13	2.13	2.13	2.13
Expenditure capacity (£m)	2.13	2.14	2.23	2.32	2.40	2.49
Floorspace Requirement @ £12000/sq m	177	179	188	196	203	210

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

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

Location		Convenience									
	2015	2016	2021	2026	2031	2036					
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**

Appl No	Location	Floorspace Sq m Gross	Net Comp Sg m	Net Conv Sq m	Comment	Further comment
Cheltenham		34 III 01033	3 <b>4</b> III	3 <b>4</b> III		
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 8	& 1Beechwood 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	
			3304	2760		
Gloucester						
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
			6279	7696		
Tewkesbury						
12/00640/FUL	Sainsbury Ashchurch	6338	1157	2699	Floorspace from cond	ditions
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			red use conversion of mill building in town centre
14/00694/FUL	Homelands (Phase 1B), Bishops Cleeve			448		ea as part of scheme for 450 dwellings
10/01216/OUT	Cleevelands, Bishops Cleeve			475	Local centre retail are	ea 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 de	evelopment from design and access statement
			1524	4000		
Pending						
Ü						
15/00321/OUT	Former BMW site Tewkesbury Rd Cheltenham	3892	3114		Three retail units + gy	ym and and pub
13/01003/OUT	Factory Outlet Centre Junction 9	24395	19896		•	t sales) and Garden Centre ( 6460 s gm net sales)
	•				, , ,	



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

Turnover £m - Comparsion 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	483.14
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	223.52
	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	İ
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	319.29
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	55.33
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	79.31
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	175.66
	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	İ
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	25.43
	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	1
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	1.74
	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	İ
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	12.85
	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	İ
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	393.03
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	404.69
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	314.11
Total	117.09	132.56	68.05	140.08	63.94	94.25	34.11	48.02	106.61	92.03	226.36	148.75	58.72	158.56	229.38	303.62	144.22	98.06	126.93	96.81	2488.10
Cheltenham Total	84.48	100.44	51.25	114.57	41.19	30.60	22.42	25.50	4.25	3.78	27.92	32.05	5.11	77.32	40.51	20.12	14.34	7.13	2.62	1.09	706.66
Gloucester Total	1.95	4.58	1.42	6.35	1.83	0.34	0.22	3.74	83.75	62.54	149.40	83.29	30.53	14.12	3.55	65.34	0.49	49.85	40.57	25.74	629.59

Market Shares Comparsion Goods by Zone 2015

		Total	Gloucester	Gloucester	Cheltenham	Cheltenham	Tewkesbury	Tewkesbury	Winchcombe	Winchcombe	Bish Cleve	Bish Cleve	Rest of SA	Rest of SA	Internet	Internet	Out of SA	Out of SA
	Zone	Expenditure	Turnover	Mark Sh	Turnover	Mark Sh	Turnover	Mark Sh	Turnover	Mark Sh	Turnover	Mark Sh	Turnover	Mark Sh	Turnover	Mark Sh	Turnover	Mark Sh
		£m	£m	%	£m	%	£m	%										
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%
Total		2488.10	629.59	25.3%	706.66	28.40%	25.43	1.02%	1.74	0.07%	12.85	0.52%	393.03	15.80%	404.69	16.26%	314.11	12.62%