

APPENDIX E

NEMS Household Survey

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Gloucester, Cheltenham and Tewkesbury area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 1201 telephone interviews were conducted between Wednesday 8th June 2011 and Monday 20th June 2011. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

A random sample of live interviews were listened in to and assessed by our CATI Team Leaders to verify that the quality of interviewing was being maintained.

1.2.1 Sampling

Selection was done using random stratified sampling from all available telephone numbers within the defined survey area. The survey area was segmented into 12 zones, defined using postcode sectors. The zone details can be found below:

Zone	Postcode Sectors	Number of Interviews
Cheltenham	GL50 1, GL50 2, GL50 3, GL50 4, GL51 3, GL51 6, GL51 9, GL51 7, GL51 8, GL51 0, GL52 2, GL52 3, GL52 5, GL52 6, GL53 7, GL53 8, GL53 0	100
Bishops Cleeve	GL52 7, GL52 8, GL52 9	101
Central Cotswolds	GL54 1, GL54 2, GL54 3, GL54 5, GL56 9, GL56 0	101
Cheltenham South	GL51 4, GL53 9, GL54 4	100
Gloucester	GL1 1, GL1 2, GL1 3, GL1 4, GL1 5, GL2 3, GL2 4, GL2 5, GL2 8, GL2 9, GL2 0, GL3 1, GL3 2, GL3 3, GL3 4, GL4 3, GL4 4, GL4 5, GL4 6, GL4 8, GL4 0	100
Severn Vale	GL18 1, GL18 2, GL19 3, GL19 4	100
Tewkesbury	WR8 9, WR8 0, GL20 5, GL20 6, GL20 7, GL20 8	100
Wychavon	WR10 1, WR10 3, WR11 1, WR11 2, WR11 3, WR11 4, WR11 6, WR11 7, WR11 8, WR12 7, GL55 6	100
Gloucester South	GL2 7, GL6 6, GL6 7, GL6 8, GL6 9, GL6 0, GL5 1, GL5 2, GL5 3, GL5 4, GL5 5, GL10 2, GL10 3, GL11 4, GL11 5, GL11 6, GL13 9	100
Cotswold South	GL7 1, GL7 2, GL7 5, GL7 6, GL7 7	100
Forest Cinderford	GL17 0, GL17 9, GL14 1, GL14 2, GL14 3	99
Coleford/Lydney	GL15 4, GL15 5, GL15 6, GL16 7, GL16 8	100
Total		1201

1.2.2 Weightings

As sample sizes within each sector were not in proportion to population, the final tabulated data was weighted to make the overall results representative of the total population within the defined survey area. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Weighting
Cheltenham	109,316	100	2.1733
Bishops Cleeve	13,726	101	0.2702
Central Cotswolds	27,114	101	0.5337
Cheltenham South	9,397	100	0.1868
Gloucester	145,669	100	2.8961
Severn Vale	16,522	100	0.3285
Tewkesbury	33,094	100	0.6579
Wychavon	63,230	100	1.2571
Gloucester South	94,467	100	1.8781
Cotswold South	31,568	100	0.6276
Forest Cinderford	25,987	99	0.5219
Coleford/Lydney	33,998	100	0.6759
Total	604,088	1201	

* Source: Census 2001

1.2.3 Statistical Reliability

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

The 95% confidence intervals for this survey are as follows:

%ge Response	95% confidence interval
10	±1.7
20	±2.3
30	±2.6
40	±2.8
50	±2.8

Appendix 1:

Data Tabulations

By Zone

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Q01 Where would you regard as your household's main town centre for shopping?													
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bishops Cleeve	3.8%	46	1.0%	43	1.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Bristol	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	4.0%
Cardiff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham	28.2%	339	98.0%	98	85.0%	39	85.0%	21	4.0%	1	8.0%	8	1.0%
Cheltenham South	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chepstow	3.4%	41	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%
Cinderford	9.6%	115	0.0%	0	7.9%	15	0.0%	1	0.0%	0	40.4%	40	0.0%
Cirencester	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	4	87.0%	87	0.0%
Coleford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	19.0%
Cribbs Causeway, Bristol	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	2.0%
Dursley	5.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	10	0.0%	0	0.0%
Evesham	15.8%	190	0.0%	0	2.0%	81	46.0%	46	2.0%	58	0.0%	0	0.0%
Gloucester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	9	0.0%	38	16.0%
Great Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%
Hereford	4.2%	50	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Lydney	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	47.0%
Monmouth	1.2%	15	0.0%	0	13.9%	14	0.0%	0	0.0%	0	0.0%	1	4.0%
Moreton in Marsh	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	0	0.0%
Nailsworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pershore	1.9%	23	0.0%	0	0.0%	0	6.0%	6	2.0%	16	0.0%	14	3.0%
Ross on Wye	0.7%	9	0.0%	0	8.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Stow on the Wold	1.9%	23	0.0%	0	14.9%	15	0.0%	0	0.0%	8	0.0%	0	0.0%
Stratford upon Avon	4.4%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	53	0.0%	0	0.0%
Stroud	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%
Swindon	5.9%	71	0.0%	0	0.0%	0	8.0%	8	1.0%	0	0.0%	0	0.0%
Tewkesbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upton-on-Severn	0.7%	9	1.0%	0	7.9%	8	0.0%	3	0.0%	0	0.0%	0	0.0%
Winchcombe	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	1	1.0%	1	2.0%
Banbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Can	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	0	0.0%
Ledbury	2.0%	24	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%
Newent	0.3%	4	0.0%	0	0.0%	0	23.0%	23	0.0%	0	0.0%	1	0.0%
Quedgeley	0.7%	9	0.0%	0	0.0%	2	0.0%	0	0.0%	2	0.0%	0	0.0%
Stonehouse	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	9	0.0%	0	0.0%
(Don't know)													
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney									
Q02 How do you usually travel to this centre?																						
Car/van (as passenger)	8.2%	98	5.0%	4	9.9%	10	6.0%	6	2.0%	2	12.0%	7	12.0%	12	9.0%	9	5.0%	5	15.2%	15	11.0%	11
Car/van (as driver)	61.7%	741	42.0%	42	55.4%	56	69.3%	70	67.0%	67	60.0%	60	70.0%	70	64.0%	64	60.0%	56	60.6%	60	68.0%	68
Walk	16.2%	195	25.0%	25	18.8%	19	14.9%	15	3.0%	3	10.0%	10	12.0%	12	21.0%	21	19.0%	29	17.2%	29	16.0%	16
Bus	11.0%	132	21.0%	21	13.9%	14	5.9%	6	18.0%	18	27.0%	27	8.0%	8	10.0%	10	6.0%	6	7.1%	7	3.0%	3
Taxi	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.7%	8	2.0%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Train	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Motorcycle	0.1%	1	0.0%	0	0.0%	0	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	1.0%	12	4.0%	4	5.9%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	0.3%	3	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
(Don't know)	0.6%	7	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	100	100	100	100	100	99	99	100	100	100

Q03 How often do you visit Cheltenham/Gloucester/Tewkesbury Town Centre?

Everyday	2.8%	34	5.0%	5	2.0%	2	0.0%	0	2.0%	2	9.0%	9	2.0%	2	9.0%	9	1.0%	1	0.0%	0	0.0%	0	3.0%	3
More than once a week	11.9%	143	29.0%	29	12.9%	13	4.0%	4	27.0%	27	12.0%	12	6.0%	6	41.0%	41	0.0%	0	1.0%	1	2.0%	2	5.1%	5
Once a week	16.1%	193	33.0%	33	30.7%	31	11.9%	12	19.0%	19	23.0%	23	19.0%	19	22.0%	22	3.0%	3	4.0%	4	6.0%	6	18.2%	18
Once every two weeks	14.8%	178	17.0%	17	17.8%	18	23.8%	24	19.0%	19	22.0%	22	23.0%	23	6.0%	6	3.0%	3	6.0%	6	14.0%	14	16.2%	16
Once a month or less frequently	41.0%	492	16.0%	16	30.7%	31	54.5%	55	30.0%	30	29.0%	29	40.0%	40	16.0%	16	31.0%	31	70.0%	70	66.0%	66	44.4%	44
Never	13.2%	158	0.0%	0	5.0%	5	5.9%	6	3.0%	3	5.0%	5	10.0%	10	5.0%	5	62.0%	62	18.0%	18	12.0%	12	13.1%	13
(Don't know)	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	100	100	100	100	100	99	99	100	100	100	100	

Mean Score - Very good=4, Good=3, Poor=2, Very poor=1

Q04 Overall, how do you rate the following aspects of Cheltenham/Gloucester/Tewkesbury Town Centre?

Range and choice of non-food shops

Very Good	15.1%	181	32.0%	32	25.7%	26	30.7%	31	28.0%	28	3.0%	3	2.0%	2	7.0%	7	7.0%	7	7.0%	7	27.0%	27	4.0%	4
Good	49.8%	598	57.0%	57	60.4%	61	49.5%	50	61.0%	61	44.0%	44	55.0%	55	48.0%	48	21.0%	21	52.0%	52	53.0%	53	52.5%	52
Poor	14.6%	175	7.0%	7	5.9%	6	2.0%	2	8.0%	8	34.0%	34	25.0%	25	29.0%	29	5.0%	5	12.0%	12	1.0%	1	22.2%	22
Very Poor	3.5%	42	1.0%	1	0.0%	0	1.0%	1	1.0%	1	13.0%	13	4.0%	4	9.0%	9	1.0%	1	3.0%	3	1.0%	1	6.1%	6
Don't Know	17.1%	205	3.0%	3	7.9%	8	16.8%	17	2.0%	2	6.0%	6	14.0%	14	7.0%	7	66.0%	66	26.0%	26	18.0%	18	15.2%	15
Mean:	2.92	3.24	3.22	3.22	3.18	3.18	3.32	3.32	2.39	2.39	2.64	2.64	2.57	2.57	3.00	3.00	2.85	2.85	3.29	3.29	2.64	2.64	2.73	
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	100	100	100	100	100	99	99	100	100	100	100	

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lyd ney											
Choice and quality of supermarkets																								
Very Good	11.9%	143	23.0%	17	18.0%	18	8.0%	8	5.0%	5	9.0%	6	7.0%	7	9.0%	9	13.1%	13	12.0%	12				
Good	39.6%	476	35.0%	35	38.6%	39	41.0%	41	38.0%	38	57.0%	57	60.0%	60	16.0%	16	38.0%	38	25.0%	25	52.5%	52	40.0%	40
Poor	19.2%	231	31.0%	29	10.9%	11	25.0%	25	37.0%	37	16.0%	16	23.0%	23	9.0%	9	15.0%	15	8.0%	8	10.1%	10	17.0%	17
Very Poor	3.4%	41	4.0%	4	3.0%	3	1.0%	1	8.0%	8	4.0%	4	1.0%	1	0.0%	1	1.0%	1	1.0%	1	7.1%	7	3.0%	3
Don't Know	25.8%	310	7.0%	7	17.8%	18	32.7%	33	8.0%	8	9.0%	9	18.0%	18	7.0%	7	39.0%	39	57.0%	57	17.2%	17	28.0%	28
Mean:	2.81		2.83	2.77	3.06	2.75	2.51	2.77	2.83	2.90	2.84	2.98	2.87	2.85										
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	99	100										
Choice and quality of service facilities (eg. Banks, building societies, and travel agents)																								
Very Good	16.8%	202	30.0%	30	17.8%	18	29.0%	29	20.0%	20	8.0%	8	15.0%	15	5.0%	5	8.0%	8	15.0%	15	12.1%	12	12.0%	12
Good	53.6%	644	64.0%	64	55.4%	56	50.5%	51	59.0%	59	70.0%	70	63.0%	63	71.0%	71	52.0%	52	39.0%	39	58.6%	58	44.0%	44
Poor	2.7%	33	3.0%	3	1.0%	1	2.0%	2	2.0%	2	3.0%	3	6.0%	6	4.0%	4	1.0%	1	2.0%	2	1.0%	1	7.1%	7
Very Poor	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Don't Know	26.3%	316	2.0%	2	13.9%	14	29.7%	30	10.0%	10	7.0%	7	22.0%	22	9.0%	9	77.0%	77	38.0%	38	45.0%	45	21.2%	21
Mean:	3.18		3.26	3.33	3.23	3.30	3.18	3.00	3.10	3.17	3.10	3.25	3.04	3.12										
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	99	100										
Range and choice of leisure / entertainment facilities																								
Very Good	7.7%	92	17.0%	17	11.9%	12	10.9%	11	11.0%	11	3.0%	3	8.0%	8	15.0%	15	5.1%	5	2.0%	2	2.0%	2	2.0%	2
Good	35.7%	429	43.0%	43	41.6%	42	45.5%	46	45.0%	45	39.0%	39	33.0%	33	37.0%	37	19.0%	19	37.0%	37	27.0%	27	30.3%	30
Poor	16.0%	192	16.0%	16	13.9%	14	6.9%	7	7.0%	7	31.0%	31	21.0%	21	35.0%	35	5.0%	5	13.0%	13	7.0%	7	22.2%	22
Very Poor	2.4%	29	1.0%	1	2.0%	2	0.0%	0	4.0%	4	4.0%	4	2.0%	2	9.0%	9	0.0%	0	2.0%	2	0.0%	0	3.0%	3
Don't Know	38.2%	459	23.0%	23	30.7%	31	36.6%	37	33.0%	33	23.0%	23	44.0%	44	14.0%	14	73.0%	73	40.0%	40	51.0%	51	39.4%	39
Mean:	2.79		2.99	2.91	3.06	2.94	2.53	2.55	2.44	2.93	2.85	3.16	2.62	2.67										
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	99	100										
Accessibility by public transport																								
Very Good	9.9%	119	18.0%	18	27.7%	28	5.9%	6	3.0%	3	19.0%	19	7.0%	7	5.0%	5	2.0%	2	10.0%	10	7.0%	7	7.1%	7
Good	41.4%	497	43.0%	43	53.5%	54	35.6%	36	38.0%	38	56.0%	56	38.0%	38	52.0%	52	9.0%	9	38.0%	38	50.0%	50	45.5%	45
Poor	14.1%	169	13.0%	13	4.0%	4	19.8%	20	14.0%	14	13.0%	13	21.0%	21	15.0%	15	4.0%	4	14.0%	14	11.0%	11	21.2%	21
Very Poor	5.2%	62	6.0%	6	1.0%	1	6.9%	7	19.0%	19	3.0%	3	6.0%	6	5.0%	5	2.0%	2	2.0%	2	2.0%	2	6.1%	6
Don't Know	29.5%	354	20.0%	20	13.9%	14	31.7%	32	26.0%	26	9.0%	9	28.0%	28	23.0%	23	83.0%	83	36.0%	36	30.0%	30	20.2%	20
Mean:	2.79		2.91	3.25	2.59	2.34	3.00	2.64	2.74	2.65	2.88	2.67	2.73											
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	99	100										

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Accessibility by car													
Very Good	9.8%	11.0%	15.8%	11.9%	9.0%	9.0%	6.0%	7.0%	8.0%	6.0%	11.0%	11.1%	12.0%
Good	61.8%	74.2%	55.0%	67.3%	74.0%	61.0%	73.0%	70.0%	31.0%	61.0%	66.0%	65.7%	61.0%
Poor	8.0%	15.0%	12.0%	7.9%	8.0%	14.0%	6.0%	10.0%	2.0%	2.0%	5.0%	7.1%	6.0%
Very Poor	1.7%	2.0%	3.0%	0.0%	3.0%	2.0%	1.0%	2.0%	0.0%	2.0%	0.0%	2.0%	3.0%
Don't Know	18.7%	22.5%	17.0%	13.0%	5.0%	14.0%	14.0%	11.0%	59.0%	29.0%	18.0%	14.1%	18.0%
Mean:	2.98	2.90	2.98	3.05	2.94	2.90	2.98	2.92	3.15	3.00	3.07	3.00	3.00
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100
Adequacy of parking arrangements													
Very Good	5.7%	6.8%	5.0%	7.0%	4.0%	4.0%	3.0%	5.0%	3.0%	6.0%	6.0%	8.1%	7.0%
Good	47.6%	57.2%	39.0%	59.4%	60.0%	48.0%	52.0%	41.0%	25.0%	55.0%	54.0%	45.5%	52.0%
Poor	21.4%	25.7%	32.0%	15.8%	16.0%	26.0%	24.0%	29.0%	10.0%	8.0%	15.0%	24.2%	18.0%
Very Poor	6.2%	7.5%	10.0%	3.0%	3.0%	8.0%	5.0%	17.0%	0.0%	2.0%	4.0%	6.1%	4.0%
Don't Know	19.1%	22.9%	14.0%	12.0%	6.0%	14.0%	16.0%	8.0%	62.0%	29.0%	21.0%	16.2%	19.0%
Mean:	2.65	2.45	2.62	2.87	2.55	2.56	2.63	2.37	2.82	2.92	2.78	2.66	2.77
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100
Quality of the environment													
Very Good	9.4%	11.3%	14.9%	12.9%	13.0%	18.0%	2.0%	6.0%	8.0%	4.0%	17.0%	17.0%	3.0%
Good	54.7%	65.7%	55.4%	71.3%	68.0%	72.0%	44.0%	66.0%	30.0%	46.0%	64.0%	46.5%	46.0%
Poor	17.9%	21.5%	17.8%	3.0%	6.0%	3.0%	38.0%	18.0%	3.0%	22.0%	2.0%	33.3%	25.0%
Very Poor	2.5%	3.0%	1.0%	1.0%	4.0%	4.0%	1.0%	2.0%	0.0%	3.0%	0.0%	5.1%	7.0%
Don't Know	15.5%	18.6%	3.0%	9.0%	4.0%	4.0%	15.0%	8.0%	59.0%	25.0%	17.0%	11.1%	19.0%
Mean:	2.84	3.13	2.90	3.09	3.04	2.53	2.55	2.83	3.12	2.68	3.18	2.56	2.56
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100
Ease of pedestrian movement around the centre													
Very Good	13.3%	16.0%	24.0%	19.8%	20.0%	13.0%	10.0%	4.0%	5.0%	9.0%	19.0%	14.1%	11.0%
Good	65.5%	78.7%	71.0%	67.3%	80.0%	77.0%	75.0%	55.0%	30.0%	64.0%	67.0%	72.7%	65.0%
Poor	6.2%	7.5%	4.0%	2.0%	3.0%	3.0%	3.0%	3.0%	4.0%	2.0%	1.0%	1.0%	5.0%
Very Poor	0.7%	0.9%	0.0%	0.0%	1.0%	0.0%	0.0%	5.0%	0.0%	1.0%	0.0%	0.0%	2.0%
Don't Know	14.2%	17.0%	1.0%	7.0%	3.0%	3.0%	12.0%	6.0%	61.0%	24.0%	13.0%	12.1%	17.0%
Mean:	3.06	3.20	3.10	3.20	3.08	3.02	3.08	2.62	3.03	3.07	3.21	3.15	3.02
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lyd ney					
The level of personal security and safety																		
Very Good	85	13.0%	13	9.9%	10	8.0%	8	2.0%	2	4.0%	4	8.0%	3	4.0%	4	5.0%	5	
Good	720	71.0%	71	65.3%	66	66.0%	66	77.0%	77	62.0%	62	72.0%	72	27.0%	52	50.5%	56	
Poor	125	9.0%	9	6.9%	7	10.0%	10	14.0%	14	13.0%	13	5.0%	2	12.0%	12	24.2%	12	
Very Poor	12	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	4	
Don't Know	259	6.0%	6	17.8%	18	15.0%	15	6.0%	6	21.0%	21	14.0%	14	68.0%	32	19.2%	23	
Mean:	2.93		3.02	2.95	3.04	2.95	2.85	2.89	3.01	3.03	2.88	3.09	2.70	2.81				
Base:	1201		100	101	100	100	100	100	100	100	100	100	99	100				
The quality of evening entertainment																		
Very Good	62	10.0%	10	6.9%	7	7.0%	7	2.0%	2	0.0%	0	5.0%	1	12.0%	12	3.0%	3	3.0%
Good	319	48.0%	48	33.7%	34	31.7%	40	15.0%	15	15.0%	15	33.0%	33	14.0%	24	16.2%	16	16.0%
Poor	140	10.0%	10	5.0%	5	4.0%	4	33.0%	33	21.0%	21	25.0%	25	4.0%	9	16.2%	16	9.0%
Very Poor	27	0.0%	0	0.0%	0	3.0%	3	8.0%	8	2.0%	2	7.0%	7	0.0%	0	2.0%	2	2.0%
Don't Know	653	32.0%	32	49.5%	50	58.4%	59	42.0%	42	62.0%	62	30.0%	30	81.0%	81	64.0%	62	70.0%
Mean:	2.76		3.00	3.08	3.10	2.94	2.19	2.34	2.51	2.84	2.67	3.24	2.54	2.67				
Base:	1201		100	101	100	100	100	100	100	100	100	100	99	100				

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney									
Q05 What would encourage you to visit Cheltenham/Gloucester/Tewkesbury Town Centre more often?																						
Nothing	51.2%	615	50.0%	65	65.3%	66	55.0%	55	24.0%	24	43.0%	43	39.0%	39	56.0%	56	67.0%	67	41.4%	41	53.0%	53
Better market facilities	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Better or more cafes / restaurants	1.7%	21	2.0%	2	1.0%	1	0.0%	0	6.0%	6	3.0%	3	2.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	2
Better or more cinemas	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Better or more niche / specialist shops	6.3%	76	6.0%	6	5.0%	5	3.0%	3	8.0%	8	9.0%	9	9.0%	9	2.0%	2	0.0%	0	14.1%	14	10.0%	10
Better or more nightclub / pub facilities	0.9%	11	2.0%	2	2.0%	2	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better theatre facilities	1.1%	13	2.0%	2	0.0%	0	0.0%	0	4.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Broader range of shops	11.0%	132	0.0%	0	3.0%	3	5.0%	5	34.0%	34	18.0%	18	17.0%	17	6.0%	6	11.0%	11	19.2%	19	13.0%	13
Cheaper public transport	1.6%	19	3.0%	3	4.0%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	4.0%	4	2.0%	2
Less expensive parking	8.7%	105	15.0%	15	8.9%	9	16.0%	16	7.0%	7	5.0%	5	12.0%	12	5.0%	5	12.0%	12	6.1%	6	6.0%	6
More attractive town centre environment	6.4%	77	6.0%	6	2.0%	2	4.0%	4	13.0%	13	3.0%	3	3.0%	3	0.0%	0	10.0%	10	13.1%	13	9.0%	9
More leisure facilities generally	2.3%	28	2.0%	2	1.0%	1	2.0%	2	4.0%	4	1.0%	1	9.0%	9	1.0%	1	1.0%	1	4.0%	4	1.0%	1
More parking	5.1%	61	6.0%	6	3.0%	3	5.0%	5	13.0%	13	3.0%	3	10.0%	10	6.0%	6	1.0%	1	3.0%	3	5.0%	5
More pedestrianisation	1.2%	14	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	8.0%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better public transport provision (e.g. more frequent buses, park & ride scheme etc.)	2.7%	32	2.0%	2	5.0%	5	6.0%	6	1.0%	1	2.0%	2	2.0%	2	4.0%	4	6.0%	6	0.0%	0	1.0%	1
Better publicity	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Better quality shops / goods	1.3%	16	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	3.0%	3	0.0%	0	0.0%	0	1.0%	1	4.0%	4
Better security	0.7%	9	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Cleaner streets / environment	0.6%	7	1.0%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Free parking	0.4%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Ice-skating facilities	0.3%	3	1.0%	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	0.0%	0
Improve accessibility / reduce traffic congestion	1.1%	13	1.0%	1	0.0%	0	4.0%	4	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Less vacant shops	0.3%	4	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More food shops	0.5%	6	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
More large stores	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More live music venues	0.4%	5	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More public toilets	0.7%	8	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More undercover shopping areas	0.3%	3	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	1.0%	1
Other (Don't know)	3.8%	46	9.0%	9	4.0%	4	1.0%	1	9.0%	9	2.0%	2	6.0%	6	3.0%	3	2.0%	2	4.0%	4	2.0%	2
Base:	4.7%	57	6.0%	6	7.9%	8	0.0%	0	5.0%	5	5.0%	5	0.0%	0	12.0%	12	4.0%	4	4.0%	4	3.0%	3
		1201		100		101		100		100		100		100		100		100		99		100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney													
Q06 What do you dislike about Cheltenham/Gloucester/Tewkesbury Town Centre?																										
Nothing	46.6%	560	48.0%	48	59.4%	60	55.4%	56	43.0%	43	27.0%	27	37.0%	37	48.0%	48	62.0%	62	28.3%	28	42.0%	42				
Difficult to cross roads	0.5%	6	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0				
Lack / cost of parking	9.7%	116	14.0%	14	8.9%	9	9.9%	10	25.0%	25	7.0%	7	0.0%	0	14.0%	14	4.0%	4	3.0%	3	15.0%	15	8.1%	8	7.0%	7
Lack of covered areas / weather protection	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lack of safety / personal security / anti-social behaviour / Graffiti	5.5%	66	6.0%	6	5.9%	6	4.0%	4	9.0%	9	10.0%	10	7.0%	7	2.0%	2	0.0%	0	4.0%	4	2.0%	2	8.1%	8	8.0%	8
Not enough choice of shops / clothes shops	6.5%	78	2.0%	2	2.0%	2	3.0%	3	4.0%	4	23.0%	23	9.0%	9	6.0%	6	2.0%	2	7.0%	7	1.0%	1	16.2%	16	3.0%	3
Poor accessibility / difficult to get to	0.8%	10	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Poor bus services	0.7%	9	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Poor evening offer	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Poor facilities (e.g. seating, toilets)	1.6%	19	2.0%	2	1.0%	1	0.0%	0	3.0%	3	3.0%	3	2.0%	2	3.0%	3	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Poor quality shops / charity shops	3.9%	47	0.0%	0	1.0%	1	2.0%	2	4.0%	4	9.0%	9	9.0%	9	8.0%	8	1.0%	1	2.0%	2	0.0%	0	11.1%	11	0.0%	0
Poor sign posting	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.3%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.7%	21	3.0%	3	4.0%	4	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0	4.0%	4	0.0%	0
Too far from home	2.5%	30	0.0%	0	0.0%	0	5.9%	6	1.0%	1	0.0%	0	2.0%	2	1.0%	1	8.0%	8	3.0%	3	6.0%	6	1.0%	1	2.0%	2
Too few pubs / quality restaurants / eating places	0.7%	9	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Traffic congestion	2.5%	30	2.0%	2	4.0%	4	1.0%	1	6.0%	6	0.0%	0	2.0%	2	10.0%	10	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	15.4%	185	12.0%	12	10.9%	11	6.9%	7	11.0%	11	27.0%	27	36.0%	36	4.0%	4	2.0%	2	23.0%	23	4.0%	4	25.3%	25	23.0%	23
Cyclists in pedestrianised areas	0.3%	4	3.0%	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	0.0%	0
Kings Square is very run-down	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Lack of character / atmosphere	1.2%	14	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	3	1.0%	1
Not enough pedestrianisation	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / too spread out	1.4%	17	2.0%	2	1.0%	1	3.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	3.0%	3	3.0%	3
The one-way system	0.6%	7	3.0%	3	0.0%	0	2.0%	2	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
Too many seagulls / pigeons	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Too many vacant shops	2.2%	26	2.0%	2	2.0%	2	1.0%	1	2.0%	2	10.0%	10	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5
Uneven pavements	0.5%	6	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unfriendly people	0.4%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Other	3.4%	41	7.0%	7	3.0%	3	3.0%	3	2.0%	2	5.0%	5	3.0%	3	7.0%	7	1.0%	1	0.0%	0	0.0%	0	3.0%	3	7.0%	7
(None mentioned)	1.7%	20	1.0%	1	3.0%	3	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	6.0%	6	1.0%	1	2.0%	2
(Don't know)	2.8%	34	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	12.0%	12	6.0%	6	1.0%	1	2.0%	2	6.0%	6
Base:	1201	100	101	101	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	99	100	100	

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Q07 Is Cheltenham/Gloucester/Tewkesbury your first choice destination for leisure and entertainment facilities?													
Yes	38.6%	463	78	66.3%	67	52.5%	53	68.0%	68	34.0%	34	26.0%	26
No	59.5%	715	21	29.7%	30	46.5%	47	29.0%	29	64.0%	64	74.0%	74
(Don't know)	1.9%	23	1	4.0%	4	1.0%	1	3.0%	3	2.0%	2	0.0%	0
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100
Q08A Have you used facilities in Gloucester for the following in the last 12 months? <i>Those in Gloucester</i>													
Pubs / Night Clubs													
Yes	26.1%	130	0	0.0%	0	0.0%	43	22.0%	22	0.0%	25	20.2%	20
No	73.9%	369	0	0.0%	0	0.0%	57	78.0%	78	0.0%	75	79.8%	79
Don't know	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	499	0	0	0	0	100	100	100	0	100	100	99	100
Restaurants													
Yes	38.7%	193	0	0.0%	0	0.0%	53	35.0%	35	0.0%	37	32.3%	32
No	61.1%	305	0	0.0%	0	0.0%	47	65.0%	65	0.0%	63	67.7%	67
Don't know	0.2%	1	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	499	0	0	0	0	100	100	100	0	100	100	99	100
Cinema													
Yes	28.7%	143	0	0.0%	0	0.0%	39	31.0%	31	0.0%	30	18.2%	18
No	71.3%	356	0	0.0%	0	0.0%	61	69.0%	69	0.0%	70	81.8%	81
Don't know	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	499	0	0	0	0	100	100	100	0	100	100	99	100
Theatre													
Yes	6.4%	32	0	0.0%	0	0.0%	9	4.0%	4	0.0%	8	5.1%	5
No	93.6%	467	0	0.0%	0	0.0%	91	96.0%	96	0.0%	92	94.9%	94
Don't know	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	499	0	0	0	0	100	100	100	0	100	100	99	100
Bingo													
Yes	2.0%	10	0	0.0%	0	0.0%	1	2.0%	2	0.0%	4	1.0%	1
No	98.0%	489	0	0.0%	0	0.0%	99	98.0%	98	0.0%	96	99.0%	98
Don't know	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	499	0	0	0	0	100	100	100	0	100	100	99	100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Ten Pin Bowling													
Yes	12.8%	64	0.0%	0	0.0%	0	14.0%	14	11.0%	11	0.0%	0	0.0%
No	87.2%	435	0.0%	0	0.0%	0	86.0%	86	89.0%	89	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%
Base:		499	0	0	0	100	100	100	0	0	100	99	100
Go-karting													
Yes	4.4%	22	0.0%	0	0.0%	0	10.0%	10	3.0%	3	0.0%	0	3.0%
No	95.6%	477	0.0%	0	0.0%	0	90.0%	90	97.0%	97	0.0%	0	97.0%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		499	0	0	0	100	100	100	0	0	100	99	100
Ski-slope													
Yes	1.8%	9	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%
No	98.2%	490	0.0%	0	0.0%	0	100.0%	100	97.0%	97	0.0%	0	100.0%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		499	0	0	0	100	100	100	0	0	100	99	100
Climbing centre													
Yes	4.4%	22	0.0%	0	0.0%	0	4.0%	4	5.0%	5	0.0%	0	4.0%
No	95.6%	477	0.0%	0	0.0%	0	96.0%	96	95.0%	95	0.0%	0	96.0%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		499	0	0	0	100	100	100	0	0	100	99	100
Sports facilities or a health club or gym													
Yes	13.6%	68	0.0%	0	0.0%	0	26.0%	26	15.0%	15	0.0%	0	12.1%
No	86.4%	431	0.0%	0	0.0%	0	74.0%	74	85.0%	85	0.0%	0	87.9%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		499	0	0	0	100	100	100	0	0	100	99	100
Museum or art gallery													
Yes	14.4%	72	0.0%	0	0.0%	0	23.0%	23	16.0%	16	0.0%	0	13.1%
No	85.6%	427	0.0%	0	0.0%	0	77.0%	77	84.0%	84	0.0%	0	86.9%
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		499	0	0	0	100	100	100	0	0	100	99	100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney							
Any of the festival venues																				
Yes	9.4%	47	0.0%	0	0.0%	0	17.0%	17	6.0%	6	0.0%	0	10.0%	10	0.0%	0	7.1%	7	7.0%	7
No	90.4%	451	0.0%	0	0.0%	0	83.0%	83	94.0%	94	0.0%	0	90.0%	90	0.0%	0	91.9%	91	93.0%	93
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	1.0%	1	0.0%	0
Base:		499	0	0	0	0	100	100	100	0	0	0	100	0	0	0	99	99	100	100
Other																				
Yes	5.4%	27	0.0%	0	0.0%	0	8.0%	8	9.0%	9	0.0%	0	3.0%	3	0.0%	0	3.0%	3	4.0%	4
No	93.8%	468	0.0%	0	0.0%	0	92.0%	92	89.0%	89	0.0%	0	97.0%	97	0.0%	0	94.9%	94	96.0%	96
Don't know	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Base:		499	0	0	0	0	100	100	100	0	0	0	100	0	0	0	99	99	100	100
Q08B Have you used facilities in Cheltenham for the following in the last 12 months? <i>Those in Cheltenham</i>																				
Pubs / Night Clubs																				
Yes	35.5%	178	53.0%	53	38.6%	39	24.8%	25	35.0%	35	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0
No	64.3%	323	47.0%	47	60.4%	61	75.2%	76	65.0%	65	0.0%	0	0.0%	0	74.0%	74	0.0%	0	0.0%	0
Don't know	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		502	100	101	101	100	101	100	100	0	0	0	100	0	0	0	100	0	0	0
Restaurants																				
Yes	64.5%	324	80.0%	80	69.3%	70	50.5%	51	75.0%	75	0.0%	0	0.0%	0	48.0%	48	0.0%	0	0.0%	0
No	35.5%	178	20.0%	20	30.7%	31	49.5%	50	25.0%	25	0.0%	0	0.0%	0	52.0%	52	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
Base:		502	100	101	101	100	101	100	100	0	0	0	100	0	0	0	100	0	0	0
Cinema																				
Yes	47.2%	237	55.0%	55	51.5%	52	45.5%	46	54.0%	54	0.0%	0	0.0%	0	30.0%	30	0.0%	0	0.0%	0
No	52.6%	264	45.0%	45	48.5%	49	54.5%	55	45.0%	45	0.0%	0	0.0%	0	70.0%	70	0.0%	0	0.0%	0
Don't know	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
Base:		502	100	101	101	100	101	100	100	0	0	0	100	0	0	0	100	0	0	0
Theatre																				
Yes	42.0%	211	54.0%	54	50.5%	51	31.7%	32	46.0%	46	0.0%	0	0.0%	0	28.0%	28	0.0%	0	0.0%	0
No	57.8%	290	46.0%	46	49.5%	50	68.3%	69	54.0%	54	0.0%	0	0.0%	0	71.0%	71	0.0%	0	0.0%	0
Don't know	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:		502	100	101	101	100	101	100	100	0	0	0	100	0	0	0	100	0	0	0

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

June 2011

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester South	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Bingo													
Yes	6	2.0%	2	2.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
No	496	98.0%	98	98.0%	101	98.0%	98	98.0%	0	0.0%	100	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
Base:	502	100	101	101	100	100	0	0	0	0	100	0	0
Sports facilities or a health club or gym													
Yes	79	23.0%	23	24.8%	25	9.9%	10	15.0%	15	0.0%	6	6.0%	6
No	422	77.0%	77	75.2%	76	90.1%	91	84.0%	84	0.0%	94	0.0%	0
Don't know	1	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.0%	0	0.0%	0
Base:	502	100	101	101	100	100	0	0	0	0	100	0	0
Museum or art gallery													
Yes	106	30.0%	30	20.8%	21	15.8%	16	29.0%	29	0.0%	10	10.0%	10
No	396	70.0%	70	79.2%	80	84.2%	85	71.0%	71	0.0%	90	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
Base:	502	100	101	101	100	100	0	0	0	0	100	0	0
Any of the festival venues													
Yes	175	51.0%	51	40.6%	41	22.8%	23	42.0%	42	0.0%	18	18.0%	18
No	327	49.0%	49	59.4%	60	77.2%	78	58.0%	58	0.0%	82	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
Base:	502	100	101	101	100	100	0	0	0	0	100	0	0
Other													
Yes	30	7.0%	7	6.9%	7	5.9%	6	7.0%	7	0.0%	3	3.0%	3
No	470	91.0%	91	93.1%	94	94.1%	95	93.0%	93	0.0%	97	0.0%	0
Don't know	2	2.0%	2	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	502	100	101	101	100	100	0	0	0	0	100	0	0
Q08C Have you used facilities in Tewkesbury for the following in the last 12 months? <i>Those in Tewkesbury</i>													
Pubs / Night Clubs													
Yes	61	0.0%	0	0.0%	0	0.0%	0	0.0%	53	8.0%	8	0.0%	0
No	138	0.0%	0	0.0%	0	0.0%	0	0.0%	47	91.0%	91	0.0%	0
Don't know	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:	200	0	0	0	0	0	0	0	100	100	0	0	0

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lyd ney
Restaurants													
Yes	37.0%	74	0.0%	0	0.0%	0	0.0%	0	61	13.0%	13	0.0%	0
No	62.5%	125	0.0%	0	0.0%	0	0.0%	0	39	86.0%	86	0.0%	0
Don't know	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0	1.0%	1	0.0%	0
Base:		200							100		100		
Theatre													
Yes	33.5%	67	0.0%	0	0.0%	0	0.0%	0	55	12.0%	12	0.0%	0
No	66.0%	132	0.0%	0	0.0%	0	0.0%	0	45	87.0%	87	0.0%	0
Don't know	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0	1.0%	1	0.0%	0
Base:		200							100		100		
Sports facilities or a health club or gym													
Yes	21.0%	42	0.0%	0	0.0%	0	0.0%	0	32	10.0%	10	0.0%	0
No	78.5%	157	0.0%	0	0.0%	0	0.0%	0	68	89.0%	89	0.0%	0
Don't know	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0	1.0%	1	0.0%	0
Base:		200							100		100		
Museum or art gallery													
Yes	7.5%	15	0.0%	0	0.0%	0	0.0%	0	11	4.0%	4	0.0%	0
No	92.0%	184	0.0%	0	0.0%	0	0.0%	0	89	95.0%	95	0.0%	0
Don't know	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0	1.0%	1	0.0%	0
Base:		200							100		100		
Any of the festival venues													
Yes	22.5%	45	0.0%	0	0.0%	0	0.0%	0	41	4.0%	4	0.0%	0
No	77.0%	154	0.0%	0	0.0%	0	0.0%	0	59	95.0%	95	0.0%	0
Don't know	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0	1.0%	1	0.0%	0
Base:		200							100		100		
Other													
Yes	7.5%	15	0.0%	0	0.0%	0	0.0%	0	11	4.0%	4	0.0%	0
No	91.5%	183	0.0%	0	0.0%	0	0.0%	0	89	94.0%	94	0.0%	0
Don't know	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0	2.0%	2	0.0%	0
Base:		200							100		100		

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Q09 Where did you last buy clothing, footwear or other fashion goods?													
Cheltenham other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Evesham other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gloucester other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hereford other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bath	0.3%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Birmingham	0.1%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bishops Cleeve	0.9%	11	0.0%	9	1.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%
Bristol	2.2%	26	0.0%	0	0.0%	2	0.0%	0	0.0%	6	1.0%	4	11.0%
Cardiff	0.9%	11	0.0%	0	0.0%	1	1.0%	1	0.0%	2	0.0%	2	4.0%
Cheltenham town centre	33.6%	404	76.0%	69	37.6%	18	16.0%	16	47.0%	17	29.0%	29	7.1%
Chepstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cinderford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cirencester	3.1%	37	1.0%	0	4.0%	3	0.0%	0	0.0%	0	29.0%	29	0.0%
Coleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Cribbs Causeway	2.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	10	0.0%	0	5.1%
Dursley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%
Evesham town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gloucester city centre	12.5%	150	1.0%	1	0.0%	42	33.0%	33	1.0%	24	2.0%	28	16.0%
Great Malvern	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Hereford town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydney	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Malvern Link	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	2	5.0%
Monmouth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nailsworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pershore	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ross on Wye	1.2%	15	0.0%	0	0.0%	0	0.0%	9	0.0%	0	0.0%	0	0.0%
Stow on the Wold	0.2%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford upon Avon	3.6%	43	1.0%	0	24.8%	0	0.0%	0	16.0%	0	1.0%	1	0.0%
Stroud	2.0%	24	0.0%	0	0.0%	1	0.0%	0	0.0%	23	0.0%	0	0.0%
Swindon town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tewkesbury	2.2%	27	0.0%	0	0.0%	0	2.0%	2	4.0%	0	0.0%	1	0.0%
Upton-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchcombe	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Mail order	7.9%	95	3.0%	8	7.9%	7	14.0%	14	3.0%	7	7.0%	7	10.1%
Elsewhere	8.1%	97	3.0%	4	7.9%	8	11.0%	11	8.0%	8	16.0%	16	12.0%
Asda, Gloucester	0.4%	5	0.0%	0	0.0%	2	0.0%	0	0.0%	1	0.0%	1	1.0%
Bath Road, Cheltenham	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Elsewhere in study area	2.5%	30	0.0%	1	4.0%	0	0.0%	0	22.0%	0	0.0%	0	0.0%
Gallagher Retail Park, Cheltenham	1.2%	15	2.0%	1	1.0%	1	3.0%	3	4.0%	1	0.0%	0	1.0%

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lyd ney				
Gloucester Quays	2.0%	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	0	5.1%	0	0.0%	4
Peel Centre, Gloucester	0.2%	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Quedgeley, Gloucester	0.8%	0.0%	0	0.0%	0	4.0%	4	0.0%	0	2.0%	2	0.0%	0	3.0%	0	3.0%	1
St. Oswalds Retail Park, Gloucester	0.2%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1
Tesco, Cheltenham	0.3%	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Gloucester	0.2%	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do)	0.7%	3.0%	3	1.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	1
(Don't know)	7.0%	7.0%	7	5.9%	6	10.0%	10	4.0%	4	9.0%	9	6.0%	6	5.0%	5	14.0%	14
Basel:	1201	100	101	101	100	100	100	100	100	100	100	99	100	99	100	100	100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney												
Q10 Where do you buy most of your DIY goods (including paints, wallpaper, home improvement, tools, garden goods, etc, but not carpets)?																									
B&Q Hatherley Lane, Cheltenham	17.0%	204	56	24.8%	25	19.8%	20	57.0%	57	4.0%	4	3.0%	3	28.0%	28	1.0%	1	2.0%	2	8.0%	8	0.0%	0	0.0%	0
B&Q St Oswalds, Gloucester	17.1%	205	0	0.0%	0	0.0%	0	3.0%	3	55.0%	55	46.0%	46	6.0%	6	0.0%	0	16.0%	16	3.0%	3	46.5%	46	30.0%	30
Focus, Eastern Avenue, Gloucester	0.7%	8	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Homebase, Eastbrook Road, Gloucester	1.6%	19	0	0.0%	0	1.0%	1	0.0%	0	11.0%	11	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Homebase, Gallagher Retail Park, Tewkesbury Road, Cheltenham	5.3%	64	7	29.7%	30	5.9%	6	6.0%	6	0.0%	0	3.0%	3	11.0%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lycelfield DIY, Charlton Kings, Cheltenham	0.1%	1	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eastern Avenue, Gloucester	0.2%	2	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	1.0%	1	0.0%	0
Screwfix, Kingsditch Trading Estate, Cheltenham	0.4%	5	0	2.0%	2	1.0%	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
The Range, Tewkesbury Road, Cheltenham	0.2%	2	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	0.0%	0	0.0%	0	0.0%	0
Tile and Bath World, 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%	0	0.0%	0
Tivoli Trading, Andover Road, Cheltenham	0.3%	4	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham	1.4%	17	6	3.0%	3	1.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Wilkinsons, High Street, Cheltenham	0.7%	8	5	2.0%	2	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
Wilkinsons, Northgate Street, Gloucester	0.3%	3	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	1.0%	12	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.7%	8	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%	1	6.0%	6
Cardiff	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	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	2.9%	35	3	2.0%	2	5.9%	6	4.0%	4	1.0%	1	2.0%	2	13.0%	13	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Chepstow	0.9%	11	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Cinderford	1.2%	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	14.1%	14	0.0%	0
Cirencester	4.2%	51	0	0.0%	0	2.0%	2	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.0%	41	0.0%	0	0.0%	0
Coleford	0.6%	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%	0	7.0%	7
Cribbs Causeway	0.5%	6	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	2.0%	2
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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Evesham town centre	5.8%	70	0	0.0%	0	15.8%	16	0.0%	0	0.0%	0	0.0%	0	7.0%	7	47.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester city centre	1.3%	16	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	5.0%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	3.0%	3

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Great Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%
Hereford town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydney	1.3%	16	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	15.0%
Malvern Link	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Monmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Nailsworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pershore	0.6%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0	0.0%
Ross on Wye	2.1%	25	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	15	5.0%
Stow on the Wold	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford upon Avon	1.5%	18	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%
Stroud	4.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	57	1.0%	0	0.0%
Swindon town centre	2.4%	29	0.0%	0	1.0%	0	0.0%	1	0.0%	0	26.0%	0	0.0%
Tewkesbury	1.4%	17	0.0%	0	0.0%	0	1.0%	15	1.0%	1	0.0%	0	0.0%
Upton-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchcombe	0.7%	8	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester	1.0%	12	0.0%	0	0.0%	0	0.0%	9	3.0%	0	0.0%	0	0.0%
Internet /Mail order	1.1%	13	1.0%	1	1.0%	0	1.0%	1	0.0%	2	1.0%	1	3.0%
Elsewhere	2.5%	30	1.0%	0	4.0%	0	6.0%	6	1.0%	1	10.0%	10	5.0%
Charlton Kings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Elsewhere in study area	2.9%	35	0.0%	0	7.9%	0	0.0%	0	27.0%	0	0.0%	0	0.0%
Elsewhere, Cheltenham	0.3%	3	1.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Forest, Other	0.5%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	5	0.0%
Gallagher Retail Park, Cheltenham	0.3%	3	1.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%
Kingsditch, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newent	1.0%	12	0.0%	0	0.0%	1	11.0%	11	0.0%	0	0.0%	0	0.0%
Quedgeley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
St Oswald Retail Park, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%
Stroud, Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%
Tesco, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do)	7.7%	92	8.0%	8	20.8%	21	5.0%	10	11.0%	11	8.0%	8	6.0%
(Don't know / varies)	2.2%	26	5.0%	5	2.0%	2	2.0%	2	1.0%	1	3.0%	2	0.0%
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester South	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lyd ney
Q11 Where did you last buy furniture, carpets or other floor coverings?											
AHF Home Furnishings, Gloucester Retail Park, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Allied Carpets, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Allied Carpets, Gallagher Retail Park, Cheltenham	0.6%	7	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%
Apollo Carpets, Eastern Avenue, Gloucester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%
B&Q, St Oswalds, Gloucester	1.2%	14	0.0%	0	1.0%	1	3.0%	3	3.0%	0	4.0%
Carpet Emporium, Great Norwood Street, Cheltenham	0.2%	2	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Carpetright, Gallagher Retail Park, Cheltenham	2.7%	33	6.0%	16	3.0%	3	0.0%	0	4.0%	4	1.0%
Carpetright, Gloucester Retail Park, Gloucester	1.2%	15	0.0%	1	0.0%	0	7.0%	7	4.0%	0	1.0%
Corinium Carpets, Kingsditch Lane, Cheltenham	0.3%	3	0.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%
DFS, Gallagher Retail Park, Cheltenham	2.4%	29	5.0%	3	1.0%	2	2.0%	2	6.0%	2	2.0%
Harveys, Kingsditch Retail Park, Cheltenham	0.7%	9	1.0%	2	2.0%	2	1.0%	1	1.0%	0	0.0%
Homebase, Eastern Avenue, Gloucester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Land of Leather, Gallagher Retail Park, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lee Longlands, Bath Road, Cheltenham	0.3%	4	1.0%	0	2.0%	2	0.0%	0	0.0%	1	0.0%
Mays World of Carpets, Gallagher Retail Park, Cheltenham	0.7%	8	3.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%
MFI, Kingsditch Retail Park, Cheltenham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Multiyork Furniture, Portland Street, Cheltenham	0.4%	5	0.0%	1	0.0%	3	0.0%	0	0.0%	0	1.0%
SCS Soñas, Kingsditch Retail Park, Cheltenham	0.8%	10	0.0%	3	1.0%	4	0.0%	1	1.0%	0	0.0%
SCS, St Oswald's Park, Gloucester	0.8%	10	0.0%	0	0.0%	0	3.0%	3	2.0%	2	2.0%
The Carpet Hut, Haven Works, Tewkesbury Road,	0.3%	4	3.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney	
Cheltenham Westgate Furnishers, Winchcombe Street, Cheltenham	0.8%	10	2.0%	2	5.9%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	3.7%	44	3.0%	3	1.0%	1	2.0%	2	3.0%	3	3.0%	8	10.0%	10
Cardiff	0.3%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Cheltenham town centre	15.3%	184	28.0%	28	20.8%	21	28.7%	29	31.0%	31	7.0%	7	6.0%	6
Chepstow	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cinderford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6
Cirencester	3.1%	37	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	3.0%	3
Coleford	2.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Cribbs Causeway	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dursley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham town centre	3.9%	47	0.0%	0	1.0%	1	6.9%	7	0.0%	0	0.0%	0	0.0%	0
Gloucester city centre	8.6%	103	4.0%	4	3.0%	3	4.0%	3	3.0%	3	36.0%	36	20.0%	20
Great Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Maivern Link	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Monmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Pershore	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ross on Wye	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow on the Wold	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.1%	7
Stratford upon Avon	1.0%	12	0.0%	0	0.0%	0	7.9%	8	0.0%	0	0.0%	0	0.0%	0
Stroud	2.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon town centre	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	1.2%	14	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	4.0%	48	4.0%	4	3.0%	3	2.0%	2	4.0%	4	4.0%	4	3.0%	3
Elsewhere	1.8%	22	0.0%	0	2.0%	2	4.0%	4	1.0%	1	0.0%	0	4.0%	4
Cheltenham, Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in study area	2.0%	24	0.0%	0	0.0%	0	13.9%	14	0.0%	0	0.0%	0	1.0%	1
Forest, Other	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester, Other	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newent	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quedgeley, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud, Other	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do)	14.2%	171	26.0%	26	19.8%	20	9.9%	10	19.0%	19	14.0%	14	20.0%	20
(Don't know / varies)	9.8%	118	8.0%	8	10.9%	11	9.9%	10	13.0%	13	13.0%	13	12.0%	12

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
1201	100	101	101	100	100	100	100	100	100	100	99	100

Base:

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lyd ney	
Q12 Where did you last buy one of the following large electrical items: fridges, freezers, dishwashers, cookers, washing machines, microwaves, vacuum cleaners?														
Apollo 2000, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Eastgate Street, Gloucester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Argos, High Street, Town Centre, Cheltenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Argos, St Oswalds, Gloucester	0.8%	10	1.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	5.1%	1
Argos, Tewkesbury Road Retail Park, Cheltenham	0.2%	2	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0
B Grade Domestic, Princess Elizabeth Way, Cheltenham	0.1%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Champs Gas & Electrical, Tewkesbury Road, Cheltenham	0.3%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Gallagher Retail Park, Cheltenham	7.2%	86	19.0%	24	5.9%	19	0.0%	2	9.0%	2	2.0%	2	3.0%	3
Comet, St Oswalds, Gloucester	5.2%	62	0.0%	0	0.0%	2	15.0%	15	8.0%	8	1.0%	1	13.1%	14
Currys, Eastern Avenue, Gloucester	3.6%	43	0.0%	0	0.0%	0	19.0%	19	8.0%	8	1.0%	1	6.1%	4
Currys, Eastgate Street, Gloucester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, High Street, Cheltenham	0.7%	9	4.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Currys, Tewkesbury Road, Cheltenham	8.6%	103	26.0%	26	8.9%	16	0.0%	3	16.0%	16	6.0%	1	0.0%	0
Discount Electronix, High Street, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekhampton Electrical Supplies, Shurdington Road, Cheltenham	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	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	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%	3	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	1.7%	20	2.0%	0	0.0%	0	1.0%	2	1.0%	0	5.0%	0	3.0%	3
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cheltenham town centre	8.2%	98	10.0%	14	10.9%	11	18.0%	18	1.0%	3	25.0%	25	9.0%	9
Chepstow	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Cinderford	1.2%	14	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Cirencester	3.6%	43	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0	39.0%	0
Coleford	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
													14.0%	14

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney		
Cribbs Causeway	1.7%	20	0	0.0%	0	2.0%	0	0.0%	0	9.0%	9	1.0%	1	7.0%	7
Dursley	0.2%	2	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Evesham town centre	5.1%	61	0	10.9%	11	0.0%	0	2.0%	2	48.0%	48	0.0%	0	0.0%	0
Gloucester city centre	12.9%	155	4	5.0%	5	11.0%	39	6.0%	6	1.0%	15	2.0%	2	18.2%	13
Great Malvern	0.1%	1	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford town centre	0.2%	2	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lydney	0.8%	10	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	1	8.0%	8
Malvern Link	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.2%	2	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	0.1%	1	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ross on Wye	0.2%	2	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Stow on the Wold	0.4%	5	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	0.8%	10	0	8.9%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stroud	1.2%	14	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	0.0%	0	0.0%	0
Swindon town centre	2.2%	27	0	3.0%	3	2.0%	0	1.0%	1	1.0%	19	0.0%	1	0.0%	0
Tewkesbury	0.2%	2	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	1.4%	17	0	0.0%	0	0.0%	0	8.0%	8	9.0%	9	0.0%	0	0.0%	0
Internet / Mail order	13.2%	158	10	20.8%	21	7.0%	10	21.0%	21	15.0%	16	13.0%	13	16.2%	14
Elsewhere	1.1%	13	0	6.9%	7	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Charlton Kings	0.1%	1	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in study area	0.4%	5	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Newent	0.1%	1	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud, Other	0.9%	11	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	0.0%	0	0.0%	0
Stroud, (Don't do)	7.5%	90	15	12.9%	13	3.0%	10	3.0%	3	7.0%	7	7.0%	7	3.0%	7
(Don't know / varies)	4.8%	58	7	4.0%	4	3.0%	6	2.0%	2	8.0%	8	8.1%	8	4.0%	4
Base:	1201	100	101	100	100	100	100	100	100	100	100	99	100	100	100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester South	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lyd ney
Q13 Where did you last buy any of the following small electrical items:- e.g. radios, ipods, mobile phones,TV's, video/DVD players, Hi Fi equipment, computers or computer equipment?													
Apollo 2000, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Argos, Eastgate Street, Gloucester	0.7%	9	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	4.0%
Argos, High Street, Town Centre, Cheltenham	1.1%	13	4.0%	4	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%
Argos, St Oswalds, Gloucester	1.8%	22	1.0%	0	0.0%	0	1.0%	1	5.0%	5	1.0%	0	7.1%
Argos, Tewkesbury Road Retail Park, Cheltenham	1.2%	14	4.0%	2	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%
Asda, Bruton Way, Gloucester	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
B Grade Domestics, Princess Elizabeth Way, Cheltenham	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Comet, Gallagher Retail Park, Cheltenham	3.2%	39	7.0%	11	3.0%	3	8.0%	8	0.0%	0	0.0%	3	2.0%
Comet, St Oswalds, Gloucester	4.2%	51	0.0%	0	0.0%	0	1.0%	1	19.0%	19	11.0%	0	5.0%
Currys, Eastern Avenue, Gloucester	2.5%	30	0.0%	0	0.0%	0	0.0%	0	11.0%	11	6.0%	6	1.0%
Currys, Eastgate Street, Gloucester	1.1%	13	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	2.0%
Currys, High Street, Cheltenham	0.7%	9	3.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
Currys, Tewkesbury Road, Cheltenham	4.7%	57	19.0%	11	4.0%	4	7.0%	7	0.0%	0	11.0%	4	0.0%
Discount Electronix, High Street, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leechampton Electrical Supplies, Shurdington Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maplin, Eastern Avenue, Gloucester	0.0%	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%
Morrisons, Glevum Shopping Centre, Abbeyleatic, Gloucester	0.3%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Morrisons, Shurdington Road, Cheltenham	1.1%	13	0.0%	0	0.0%	0	0.0%	0	5.0%	5	2.0%	2	1.0%
PC-World, Eastern Avenue,													

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester South	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney					
Gloucester																		
PC World, Tewkesbury Road, Cheltenham	1.3%	16	5.0%	5	4.0%	4	1.0%	3	0.0%	0	0.0%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury, Barnett Way, Barnwood, 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
Sainsbury, Tewkesbury Road, Cheltenham	0.5%	6	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sony Centre, Regent Arcade, Cheltenham	0.2%	2	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Collets Drive, Cheltenham	0.4%	5	1.0%	1	2.0%	2	0.0%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Quegeley District Centre, Bristol Road, Gloucester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, St Oswalds Road, Gloucester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.0%	0	0.0%	0	0.0%	0	2.0%	0
Waitrose/John Lewis, Honeybourne Way, Cheltenham	2.4%	29	4.0%	4	5.0%	5	4.0%	15	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	0.6%	7	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	1.5%	18	2.0%	2	0.0%	0	0.0%	0	1.0%	2	2.0%	0	2.0%	2	1.0%	2	8.0%	8
Cardiff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham town centre	10.7%	128	24.0%	24	19.8%	20	18.8%	19	21.0%	21	1.0%	1	26.0%	26	3.0%	2	9.0%	2
Chepstow	0.3%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinderford	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Cirencester	5.7%	68	0.0%	0	4.0%	4	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Coleford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway	2.1%	25	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	1.0%	1	0.0%	12	0.0%	6
Dursley	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
Evesham town centre	5.0%	60	0.0%	0	8.9%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	49.0%	49	0.0%	0
Gloucester city centre	6.5%	78	0.0%	0	0.0%	0	2.0%	2	23.0%	23	17.0%	17	2.0%	2	13.0%	13	0.0%	8
Great Malvern	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford town centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	2
Lydney	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	14
Malvern Link	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Nailsworth	0.0%	0	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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Oxford	0.0%	0	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	0.3%	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
Ross on Wye	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	1
Stow on the Wold	0.6%	7	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	0.7%	9	0.0%	0	8.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud	2.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	1.0%	1	0.0%	0
Swindon town centre	1.1%	13	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	11.0%	11	0.0%	0

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Tewkesbury	1.1%	13	0.0%	0	0.0%	0	0.0%	12	0.0%	0	0.0%	0	1.0%
Upton-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchcombe	0.3%	3	0.0%	2	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%
Worcester	1.5%	18	0.0%	0	0.0%	0	2.0%	4	11.0%	11	0.0%	0	0.0%
Internet / Mail order	13.2%	159	7.0%	7	8.0%	8	12.0%	18	16.0%	16	9.0%	9	19.0%
Elsewhere	1.7%	20	0.0%	0	0.0%	10	9.9%	0	3.0%	3	0.0%	0	4.0%
Elsewhere in study area	0.7%	8	0.0%	0	0.0%	5	5.0%	0	0.0%	0	3.0%	0	0.0%
Gloucester; Other	0.2%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%
Newent	0.3%	4	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%
Quedgeley, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%
Stroud, Other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	0	0.0%
(Don't do)	6.6%	79	12.0%	12	8.9%	5	6.0%	9	2.0%	2	3.0%	8	3.0%
(Don't know / varies)	3.8%	46	2.0%	2	7.9%	8	1.0%	8	4.0%	4	3.0%	7	3.0%
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Q14 Where do you usually shop for other non-food items like books, jewellery, CDs, DVDs, toys, and gifts?													
Abbeylea District Centre, Glevum Way, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Briton Way, Gloucester	0.6%	7	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	4.0%
Morrisons, Glevum Shopping Centre, Abbeylea, Gloucester	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%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Sainsbury, Barnett Way, Barnwood, Gloucester	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Sainsburys, Tewkesbury Road, Cheltenham	0.3%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Colletts Drive, Cheltenham	0.1%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Tesco, St Oswalds Road, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Waitrose/John Lewis, Honeybourne Way, Cheltenham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Bath Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Coronation Square, Cheltenham	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%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shurdington Road/Caermarvon Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Suffolk Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bishops Cleeve	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bristol	0.7%	9	0.0%	10	0.0%	0	0.0%	1	1.0%	1	0.0%	0	0.0%
Cardiff	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	0	5.0%
Cheltenham town centre	21.5%	258	51.0%	45	25.7%	26	49.0%	49	15.0%	15	27.0%	11	5.1%
Chepstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Cinderford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Cirencester	5.6%	67	0.0%	0	3.0%	3	10.0%	10	0.0%	0	54.0%	0	0.0%
Coleford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.0%

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Cribbs Causeway	1.4%	17	0	1.0%	1	0.0%	0	0.0%	0	7.0%	0	0.0%	5
Dursley	0.1%	1	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Evesham town centre	3.0%	36	0	2.0%	2	0.0%	0	1.0%	32	0.0%	0	0.0%	0
Gloucester city centre	9.4%	113	0	0.0%	0	42.0%	27	1.0%	0	10.0%	10	0.0%	14
Great Malvern	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford town centre	0.2%	2	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0
Lydney	1.2%	15	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0	1.0%	12
Malvern Link	0.1%	1	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Monmouth	0.3%	3	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	2.0%	0
Nailsworth	0.2%	2	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Newport	0.2%	2	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Oxford	0.3%	4	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	0.5%	6	0	0.0%	0	0.0%	0	0.0%	6	0.0%	0	0.0%	0
Ross on Wye	0.7%	9	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0	6.1%	1
Stow on the Wold	0.3%	4	0	0.0%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	1.7%	20	0	11.9%	12	0.0%	0	0.0%	8	0.0%	0	0.0%	0
Stroud	2.6%	31	0	0.0%	0	0.0%	0	0.0%	0	30.0%	30	1.0%	0
Swindon town centre	0.6%	7	0	1.0%	1	0.0%	0	1.0%	1	0.0%	5	0.0%	0
Tewkesbury	2.2%	27	0	0.0%	0	0.0%	5	20.0%	20	0.0%	0	1.0%	0
Upton-on-Severn	0.0%	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.3%	3	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	1.3%	16	0	1.0%	1	0.0%	0	6.0%	9	0.0%	0	0.0%	0
Internet / Mail order	24.0%	288	24	17.8%	18	26.7%	28	30.0%	18	34.0%	34	20.0%	23
Elsewhere	1.6%	19	0	5.9%	6	1.0%	2	0.0%	1	0.0%	0	2.0%	6
Elsewhere in study area	0.8%	10	0	7.9%	8	0.0%	0	0.0%	1	0.0%	0	1.0%	0
Gloucester; Other	0.1%	1	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Newent	0.3%	3	0	0.0%	0	0.0%	3	0.0%	0	0.0%	0	0.0%	0
Stroud; Other	0.1%	1	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't do)	10.2%	123	19	3.0%	3	15.0%	9	10.0%	10	7.0%	7	4.0%	16
(Don't know / varies)	5.2%	63	2	2.0%	2	4.0%	7	2.0%	2	4.0%	4	12.1%	11
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100

Q15 Which of the following smaller shopping centres in the Cheltenham / Gloucester / Tewkesbury area is nearest to you?
Zones 1 and 2

Coronation Square	7.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road and The Suffolks*	23.9%	48	47.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caermarvon Road / Shurdington Road	5.5%	11	11.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	57.2%	115	15.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.5%	13	13.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	201	100	101	0	0	0	0	0	0	0	0	0	0	

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Q15 Which of the following smaller shopping centres in the Cheltenham / Gloucester / Tewkesbury area is nearest to you? <i>Zone 5</i>													
Quedgeley District Centre,	26.0%	26	0.0%	0	0.0%	0	0.0%	26	0.0%	0	0.0%	0	0.0%
Bristol Road													
Abbeydale District Centre,	28.0%	28	0.0%	0	0.0%	0	0.0%	28	0.0%	0	0.0%	0	0.0%
Glevum Way													
Brockworth	13.0%	13	0.0%	0	0.0%	13	0.0%	13	0.0%	0	0.0%	0	0.0%
Churchdown	16.0%	16	0.0%	0	0.0%	16	0.0%	16	0.0%	0	0.0%	0	0.0%
Innsworth	3.0%	3	0.0%	0	0.0%	3	0.0%	3	0.0%	0	0.0%	0	0.0%
(Don't know)	14.0%	14	0.0%	0	0.0%	14	0.0%	14	0.0%	0	0.0%	0	0.0%
Base:	100	0	0	0	0	100	0	100	0	0	0	0	0
Q15 Which of the following smaller shopping centres in the Cheltenham / Gloucester / Tewkesbury area is nearest to you? <i>Zones 7 and 8</i>													
Bishops Cleeve	24.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	18	30.0%	30	0.0%
Northway	37.5%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	65	10.0%	10	0.0%
Winchcombe	22.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	2	43.0%	43	0.0%
(Don't know)	16.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	15	17.0%	17	0.0%
Base:	200	0	0	0	0	0	0	100	100	0	0	0	0
Q16 How often do you use this centre [Q15] for each of the following activities? <i>Those who use a centre at Q15</i>													
Food shopping?													
Every day	7.7%	34	2.3%	2	28.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%
More than once a week	19.2%	85	8.0%	7	46.5%	47	0.0%	0	0.0%	3	0.0%	0	0.0%
Once a week	14.9%	66	18.4%	16	20.8%	21	0.0%	0	0.0%	24.4%	21	0.0%	0
Once every two weeks	3.2%	14	8.0%	7	2.0%	2	0.0%	0	0.0%	20.9%	18	0.0%	0
Once a month or less	13.1%	58	24.1%	21	0.0%	0	0.0%	0	0.0%	4.7%	4	0.0%	0
Never	41.2%	182	37.9%	33	2.0%	2	0.0%	0	0.0%	16.3%	14	0.0%	0
(Don't know)	0.7%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	30.2%	26	0.0%	0
Base:	442	87	101	86	0	0	0	85	85	1	1.2%	1	0.0%

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Non-food shopping?													
Every day	1.6%	7	0.0%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
More than once a week	4.8%	21	2.3%	15	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%
Once a week	10.2%	45	6.9%	27	0.0%	0	9.3%	8	0.0%	0	0.0%	0	0.0%
Once every two weeks	4.8%	21	5.7%	5	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%
Once a month or less	19.5%	86	43.7%	15	0.0%	0	20.9%	18	0.0%	0	0.0%	0	0.0%
Never	56.8%	251	39.1%	34	0.0%	0	59.3%	51	0.0%	0	0.0%	0	0.0%
(Don't know)	2.5%	11	2.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Base:	442	87	101	0	0	86	85	83	0	0	0	0	0
Services (post office, bank, building society, for instance)?													
Every day	1.4%	6	0.0%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
More than once a week	5.2%	23	2.3%	17	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%
Once a week	12.0%	53	5.7%	35	0.0%	0	9.3%	8	0.0%	0	0.0%	0	0.0%
Once every two weeks	5.4%	24	4.6%	13	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%
Once a month or less	12.4%	55	25.3%	22	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%
Never	62.2%	275	60.9%	53	0.0%	0	74.4%	64	0.0%	0	0.0%	0	0.0%
(Don't know)	1.4%	6	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Base:	442	87	101	0	0	86	85	83	0	0	0	0	0
Leisure activities?													
Every day	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	2.3%	10	1.1%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Once a week	3.2%	14	1.1%	9	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%
Once every two weeks	1.6%	7	1.1%	4	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%
Once a month or less	5.0%	22	8.0%	7	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%
Never	86.0%	380	87.4%	76	0.0%	0	88.4%	76	0.0%	0	0.0%	0	0.0%
(Don't know)	2.0%	9	1.1%	1	0.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%
Base:	442	87	101	0	0	86	85	83	0	0	0	0	0

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney													
Mean Score - Very good=4, Good=3, Poor=2, Very poor=1																										
Q17 Overall, how do you rate the following aspects of the Centre at [Q15]? <i>Those who use a centre at Q15</i>																										
Range and choice of non-food shops																										
Very Good	7.5%	33	11.5%	10	15.8%	16	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		
Good	36.2%	160	43.7%	38	64.4%	65	0.0%	0	32.6%	28	0.0%	0	16.5%	14	18.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	17.9%	79	19.5%	17	11.9%	12	0.0%	0	30.2%	26	0.0%	0	16.5%	14	12.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	7.0%	31	9.2%	8	1.0%	1	0.0%	0	11.6%	10	0.0%	0	12.9%	11	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	31.4%	139	16.1%	14	6.9%	7	0.0%	0	23.3%	20	0.0%	0	50.6%	43	66.3%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	2.64	2.68	3.02	0.00	0.00	2.33	0.00	2.21	2.64	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	
Base:	442	87	101	0	0	86	0	85	83	0	0	0	85	83	0	0	0	0	0	0	0	0	0	0	0	0
Choice and quality of supermarkets																										
Very Good	9.3%	41	12.6%	11	15.8%	16	0.0%	0	0.0%	0	8.1%	7	0.0%	0	3.5%	3	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	42.3%	187	48.3%	42	61.4%	62	0.0%	0	58.1%	50	0.0%	0	25.9%	22	13.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	12.2%	54	13.8%	12	14.9%	15	0.0%	0	10.5%	9	0.0%	0	14.1%	12	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	4.8%	21	4.6%	4	3.0%	3	0.0%	0	4.7%	4	0.0%	0	9.4%	8	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	31.4%	139	20.7%	18	5.0%	5	0.0%	0	18.6%	16	0.0%	0	47.1%	40	72.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	2.82	2.87	2.95	0.00	0.00	2.86	0.00	2.44	2.74	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	
Base:	442	87	101	0	0	86	0	85	83	0	0	0	85	83	0	0	0	0	0	0	0	0	0	0	0	0
Choice and quality of service facilities (eg. Banks, building societies, and travel agents)																										
Very Good	6.6%	29	10.3%	9	18.8%	19	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	36.4%	161	47.1%	41	69.3%	70	0.0%	0	33.7%	29	0.0%	0	11.8%	10	13.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	12.9%	57	11.5%	10	8.9%	9	0.0%	0	25.6%	22	0.0%	0	12.9%	11	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	7.2%	32	8.0%	7	0.0%	0	0.0%	0	11.6%	10	0.0%	0	16.5%	14	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	36.9%	163	23.0%	20	3.0%	3	0.0%	0	27.9%	24	0.0%	0	58.8%	50	79.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	2.67	2.78	3.10	0.00	0.00	2.34	0.00	1.89	2.59	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	
Base:	442	87	101	0	0	86	0	85	83	0	0	0	85	83	0	0	0	0	0	0	0	0	0	0	0	0

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lyd ney	
Range and choice of leisure / entertainment facilities														
Very Good	1.6%	7	3.4%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	12.4%	55	13.8%	12	20.8%	21	0.0%	0	15.1%	13	0.0%	0	0.0%	0
Poor	26.9%	119	32.2%	28	31.7%	32	0.0%	0	34.9%	30	0.0%	0	0.0%	0
Very Poor	12.9%	57	13.8%	12	12.9%	13	0.0%	0	19.8%	17	0.0%	0	0.0%	0
Don't Know	46.2%	204	36.8%	32	32.7%	33	0.0%	0	29.1%	25	0.0%	0	0.0%	0
<i>Mean:</i>	2.05	2.11	2.18	2.18	0.00	1.97	0.00	1.80	2.16	0.00	0.00	0.00	0.00	
<i>Base:</i>	442	87	101	101	0	86	0	85	83	0	0	0	0	
Accessibility by public transport														
Very Good	7.5%	33	8.0%	7	19.8%	20	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Good	35.5%	157	32.2%	28	48.5%	49	0.0%	0	51.2%	44	0.0%	0	0.0%	0
Poor	7.9%	35	12.6%	11	5.9%	6	0.0%	0	7.0%	6	0.0%	0	0.0%	0
Very Poor	2.9%	13	2.3%	2	4.0%	4	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Don't Know	46.2%	204	44.8%	39	21.8%	22	0.0%	0	37.2%	32	0.0%	0	0.0%	0
<i>Mean:</i>	2.88	2.83	3.08	3.08	0.00	2.83	0.00	2.77	2.50	0.00	0.00	0.00	0.00	
<i>Base:</i>	442	87	101	101	0	86	0	85	83	0	0	0	0	
Accessibility by car														
Very Good	10.2%	45	10.3%	9	17.8%	18	0.0%	0	12.8%	11	0.0%	0	0.0%	0
Good	57.5%	254	69.0%	60	69.3%	70	0.0%	0	64.0%	55	0.0%	0	0.0%	0
Poor	3.4%	15	4.6%	4	5.0%	5	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Very Poor	0.5%	2	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't Know	28.5%	126	14.9%	13	6.9%	7	0.0%	0	19.8%	17	0.0%	0	0.0%	0
<i>Mean:</i>	3.08	3.04	3.12	3.12	0.00	3.12	0.00	3.05	3.06	0.00	0.00	0.00	0.00	
<i>Base:</i>	442	87	101	101	0	86	0	85	83	0	0	0	0	
Adequacy of parking arrangements														
Very Good	7.0%	31	10.3%	9	8.9%	9	0.0%	0	11.6%	10	0.0%	0	0.0%	0
Good	47.7%	211	64.4%	56	53.5%	54	0.0%	0	52.3%	45	0.0%	0	0.0%	0
Poor	13.8%	61	12.6%	11	22.8%	23	0.0%	0	15.1%	13	0.0%	0	0.0%	0
Very Poor	2.9%	13	0.0%	0	8.9%	9	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Don't Know	28.5%	126	12.6%	11	5.9%	6	0.0%	0	18.6%	16	0.0%	0	0.0%	0
<i>Mean:</i>	2.82	2.97	2.66	2.66	0.00	2.90	0.00	2.93	2.66	0.00	0.00	0.00	0.00	
<i>Base:</i>	442	87	101	101	0	86	0	85	83	0	0	0	0	

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney															
Quality of the environment																												
Very Good	39	14.9%	13	16.8%	17	0.0%	0	0.0%	0	4.7%	4	0.0%	0	2.4%	2	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Good	236	62.1%	54	68.3%	69	0.0%	0	0.0%	0	66.3%	57	0.0%	0	30.6%	26	36.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor	39	5.7%	5	9.9%	10	0.0%	0	0.0%	0	9.3%	8	0.0%	0	16.5%	14	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Very Poor	1.6%	7	4.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Don't Know	27.4%	121	12.6%	11	5.0%	5	0.0%	0	0.0%	18.6%	16	0.0%	0	48.2%	41	57.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:	2.96	3.00	3.07	0.00	0.00	2.91	0.00	2.64	3.03	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		
Base:	442	87	101	0	0	86	0	85	83	0	0	0	0	85	83	0	0	0	0	0	0	0	0	0	0	0	0	
Ease of pedestrian movement around the centre																												
Very Good	36	12.6%	11	16.8%	17	0.0%	0	0.0%	0	4.7%	4	0.0%	0	3.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good	250	66.7%	58	67.3%	68	0.0%	0	0.0%	0	68.6%	59	0.0%	0	45.9%	39	31.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor	34	8.0%	7	12.9%	13	0.0%	0	0.0%	0	7.0%	6	0.0%	0	2.4%	2	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Don't Know	27.6%	122	12.6%	11	3.0%	3	0.0%	0	0.0%	19.8%	17	0.0%	0	48.2%	41	60.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:	3.01	3.05	3.04	0.00	0.00	2.97	0.00	3.02	2.85	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		
Base:	442	87	101	0	0	86	0	85	83	0	0	0	0	85	83	0	0	0	0	0	0	0	0	0	0	0	0	
The level of personal security and safety																												
Very Good	40	16.1%	14	19.8%	20	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good	221	56.3%	49	59.4%	60	0.0%	0	0.0%	0	62.8%	54	0.0%	0	38.8%	33	30.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor	34	8.0%	7	6.9%	7	0.0%	0	0.0%	0	8.1%	7	0.0%	0	12.9%	11	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Very Poor	1.6%	7	3.4%	3	2.0%	2	0.0%	0	0.0%	1.2%	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	
Don't Know	31.7%	140	16.1%	14	11.9%	12	0.0%	0	0.0%	22.1%	19	0.0%	0	47.1%	40	66.3%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:	2.97	3.01	3.10	0.00	0.00	2.94	0.00	2.71	2.96	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		
Base:	442	87	101	0	0	86	0	85	83	0	0	0	0	85	83	0	0	0	0	0	0	0	0	0	0	0	0	
Q18 If we can turn to food shopping, how often do you do your main food shop?																												
Everyday	15	2.0%	2	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	
2 or 3 times a week	106	8.0%	8	12.9%	13	5.9%	6	13.0%	6	13.0%	12	7.0%	7	5.0%	5	5.0%	5	8.0%	8	14.0%	14	14.0%	14	8.1%	8	7.0%	7	
Once a week	818	67.0%	67	69.3%	70	68.0%	70	68.0%	68	66.0%	66	51.0%	51	75.0%	75	74.0%	74	77.0%	77	68.0%	68	63.6%	63	63.6%	63	69.0%	69	
Once a fortnight	147	9.0%	9	1.0%	1	15.8%	16	13.0%	13	11.0%	11	23.0%	23	12.0%	12	13.0%	13	9.0%	9	11.0%	11	19.2%	19	10.0%	10	10.0%	10	
Once a month	4.5%	54	2.0%	2	3.0%	3	5.9%	6	4.0%	4	6.0%	7	7.0%	3	4.0%	4	2.0%	2	5.0%	5	7.1%	7	5.0%	7	5.0%	5		
Less frequently	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Don't do	4.2%	51	10.0%	10	8.9%	9	1.0%	1	2.0%	2	5.0%	5	9.0%	3	4.0%	4	2.0%	2	1.0%	1	1.0%	1	1.0%	1	4.0%	4		
(Don't know)	0.6%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	0	1.0%	0	0.0%	0	1.0%	1		
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	99	99	100	100	100	

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney	
Q19 Where did you last do your household's main food shopping?														
<i>Those who do main food shopping at Q18</i>														
Aldi, Bristol Road, Gloucester	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	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0
Asda, Bruton Way, Gloucester	2.3%	26	0.0%	0	0.0%	0	14.7%	5	0.0%	0	0.0%	0	6.1%	1
Co-op The Green, Bishops Cleeve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Abbotswood centre, Brockworth, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bath Road, Cheltenham	0.3%	3	0.0%	0	0.0%	0	2.0%	0	0.0%	2	0.0%	1	0.0%	0
Co-op, Benhall Avenue, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cheltenham Road, Longlevens, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Edinburgh Place, Cheltenham	0.0%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gloucester Road, Lansdowne, Cheltenham	0.2%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Hesters Way, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tewkesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tredworth, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hillview Parade, Hucclecote, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hucclecote Road, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kingsholm Road, Gloucester	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	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Montpellier Road, Cheltenham	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Winchcombe	0.2%	2	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Co-op, Northway Lane,														

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester South	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Tewkesbury											
Co-op, Seventh Avenue, Tuffley, Gloucester	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-op, Seymour Road, 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%
Co-op, Warden Hill, 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%
Co-op, Windyridge Road, Wyman's Brook Estate, 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%
Co-op, Parton Road, Churchdown, Gloucester	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 0.0%	0 0.0%
Iceland, High Street, Cheltenham	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.0%	0 0.0%
Iceland, Oxboe, Gloucester	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	1 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Lidl, Bristol Road, Gloucester	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	1 1.0%	0 0.0%	0 0.0%
Lidl, Eastern Avenue, Gloucester	0.4%	5 0.0%	4 4.3%	4 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bishops Cleeve	0.1%	1 0.0%	0 0.0%	1 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Lidl, Grosvenor Terrace, Cheltenham	0.5%	6 1.1%	2 2.0%	2 0.0%	0 1.0%	1 0.0%	0 2.1%	2 0.0%	0 0.0%	0 0.0%	0 0.0%
M&S Simply Food, Kingsditch Retail Park, Cheltenham	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
M&S Simply Food, Ashchurch Road, Tewkesbury	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	2 2.1%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Marks and Spencer – Southgate Street, Northgate St and Gloucester Quays, Gloucester	0.3%	3 1.1%	1 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%
Marks and Spencer, High Street, Cheltenham	4.5%	52 0.0%	0 0.0%	0 2.0%	2 0.0%	0 0.0%	5 44.3%	43 2.1%	2 0.0%	0 0.0%	0 0.0%
Morrisons, Ashchurch Road, Tewkesbury	1.4%	16 0.0%	0 0.0%	0 0.0%	0 0.0%	0 15.8%	15 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%
Morrisons, Glevum Shopping Centre, Abbeylea, Gloucester	5.1%	59 21.1%	19 2.2%	2 1.0%	1 33.7%	33 1.1%	1 0.0%	0 1.0%	1 1.0%	1 0.0%	0 0.0%
Morrisons, Shurdington Road, Up Hatherley, Cheltenham	2.2%	25 0.0%	0 0.0%	0 1.0%	1 1.0%	1 21.1%	20 2.2%	2 0.0%	0 0.0%	0 1.0%	1 0.0%
Sainsbury, Barnett Way, Barnwood, Gloucester	0.2%	2 1.1%	1 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sainsbury, Bath Road, Gloucester											

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney	
Cheltenham Sainsbury, Gallagher Retail Park, Tewkesbury Road, Cheltenham	3.8%	44	13.3%	12	12.0%	11	3.0%	3	5.1%	5	0.0%	0	0.0%	0
Cheltenham Sainsbury, Northgate Street, Gloucester	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cheltenham Sainsbury, Priors Road, Oakley, Cheltenham	2.2%	25	14.4%	13	2.2%	2	4.0%	4	6.1%	6	0.0%	0	0.0%	0
Cheltenham Sainsbury, St Ann Way, Gloucester Quays, Gloucester	1.8%	21	0.0%	0	0.0%	0	4.2%	4	9.9%	9	1.0%	1	0.0%	2
Cheltenham Somerfield, Tobysfield Road, Bishops Cleeve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Tesco (Express), Eastern Avenue, Gloucester	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1
Cheltenham Tesco (Express), Hewlett Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Tesco (Express), Lysons Avenue, Bristol Road, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Tesco (Express), Mead Road, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Tesco (Express), Old Cheltenham Road, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Tesco (Metro), Bishops Langlevens, Gloucester	0.8%	9	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Tesco (Metro), High Street, Gloucester	0.6%	7	7.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Tesco, Bristol Road, Gloucester	0.4%	5	1.1%	1	2.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cheltenham Tesco, Brockworth, Gloucester Business Park, Gloucester	1.6%	18	2.2%	2	0.0%	0	10.5%	10	3.3%	3	0.0%	0	1.0%	0
Cheltenham Tesco, Church Road, Bishops Cleeve	5.7%	66	6.7%	6	58.7%	54	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Cheltenham Tesco, Colletts Drive, Gloucester	2.3%	26	10.0%	9	3.3%	3	4.0%	4	7.1%	7	0.0%	0	1.0%	0
Cheltenham Tesco, Quedgeley District Centre, Bristol Road, Gloucester	1.7%	20	0.0%	0	0.0%	0	12.6%	12	0.0%	0	4.1%	4	3.1%	1
Cheltenham Tesco, St Oswalds Road, Gloucester	3.7%	43	0.0%	0	0.0%	0	8.4%	8	28.6%	26	3.1%	3	6.1%	0
Cheltenham Waitrose, Honeybourne Way, Cheltenham	2.8%	32	6.7%	6	3.3%	3	2.0%	2	17.3%	17	0.0%	0	0.0%	0
Cheltenham Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Bishops Cleeve	0.1%	1	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	0.0%	0	0.0%
Cardiff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Cheltenham town centre	0.2%	2	0.0%	0	1.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%
Chepstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Cinderford	2.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	29	2.1%
Cirencester	2.1%	24	0.0%	1	5.1%	0	0.0%	0	0.0%	1	17.2%	0	0.0%
Coleford	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%
Cribbs Causeway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dursley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.0%	0	0.0%
Evesham town centre	2.1%	24	0.0%	3	3.0%	0	0.0%	0	0.0%	21	0.0%	0	0.0%
Gloucester city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Great Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hereford town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Lydney	4.8%	55	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%	4	52.1%
Malvern Link	0.1%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%
Monmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%
Nailsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%
Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pershore	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%
Ross on Wye	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	4.2%
Stow on the Wold	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford upon Avon	0.2%	2	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Stroud	3.9%	45	0.0%	1	0.0%	0	0.0%	0	0.0%	45	0.0%	0	0.0%
Swindon town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tewkesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upton-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchcombe	0.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester	0.6%	7	0.0%	0	0.0%	0	0.0%	5	2.1%	2	0.0%	0	0.0%
Internet / Mail order	4.3%	49	3.3%	3	6.0%	2	7.7%	7	2.1%	5	2.0%	2	5.1%
Charlton Kings	0.1%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham, Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coronation Square, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Elsewhere Study Area	17.2%	198	0.0%	45	9.2%	9	0.0%	5	60.4%	5	76.8%	76	0.0%
Forest, Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gloucester, Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newent	0.6%	7	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	1	0.0%
Quekeley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%
Stroud, Other	2.3%	26	0.0%	0	0.0%	0	1.1%	1	0.0%	25	0.0%	0	0.0%
Tewkesbury, Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Elsewhere (Don't know / varies)	6.2%	71	0.0%	12	0.0%	0	18.7%	17	4.1%	5	3.0%	3	11.2%
	0.8%	9	1.1%	5	0.0%	0	1.1%	1	0.0%	2	0.0%	1	0.0%
Base:	1150	90	92	100	98	95	91	97	96	98	99	98	96

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney													
Q20 How did you travel to this store to do your main food shopping? <i>Those who do not use the internet at Q19</i>																										
Car/van (as passenger)	13.2%	145	4.4%	4	19.1%	18	12.8%	12	9.7%	9	20.2%	17	11.1%	10	10.6%	73	77.7%	10	16.1%	15	11.3%	11	19.4%	18	8.7%	8
Car/van (as driver)	76.6%	843	71.3%	62	78.7%	74	84.0%	79	78.5%	73	72.6%	61	81.1%	73	77.7%	73	71.0%	66	71.0%	66	77.3%	75	68.8%	64	81.5%	75
Walk	6.1%	67	3.4%	3	11.1%	2	0.0%	0	7.5%	7	2.4%	2	4.4%	4	9.6%	9	8.6%	8	8.2%	8	8.2%	8	6.5%	6	8.7%	8
Bus	2.2%	24	4.6%	4	0.0%	0	1.1%	1	2.2%	2	3.6%	3	3.3%	3	1.1%	1	3.2%	3	1.0%	3	1.0%	1	2.2%	2	0.0%	0
Taxi	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Cycle	0.5%	6	2.3%	2	1.1%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didn't travel - goods delivered	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0
Other (Don't know)	0.3%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Base:	0.5%	6	2.3%	2	1.1%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
		1101		87		94		94		93		84		90		94		93		94		97		93		92

Q21 Is [STORE MENTIONED AT Q19] your usual main food store?

Those who do main food shopping at Q18

Yes	85.8%	987	84.4%	76	85.9%	79	83.0%	83	81.6%	80	89.5%	85	85.7%	78	83.5%	81	88.5%	85	92.9%	91	92.9%	92	81.6%	80	80.2%	77
No	14.2%	163	15.6%	14	14.1%	13	17.0%	17	18.4%	18	10.5%	10	14.3%	13	16.5%	16	11.5%	11	7.1%	7	7.1%	7	18.4%	18	19.8%	19
Base:		1150		90		92		100		98		91		95		96		97		98		99		98		96

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Q22 Where do you do most of your top-up shopping (i.e. between main food shopping trips)?													
Aldi, Bristol Road, Gloucester	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tewkesbury Road, Cheltenham	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Bruton Way, Gloucester	0.5%	6	0.0%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%
Co-op The Green, Bishops Cleeve	0.3%	3	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Abbotswood centre, Brockworth, Gloucester	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bath Road, Cheltenham	1.4%	17	10.0%	10	0.0%	6	0.0%	0	0.0%	1	0.0%	0	0.0%
Co-op, Benhall Avenue, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cheltenham Road, Longlevens, Gloucester	0.5%	6	0.0%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Edinburgh Place, Cheltenham	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Gloucester Road, Lansdowne, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hesters Way, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Tewkesbury	0.3%	3	0.0%	0	0.0%	0	0.0%	3	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Tredworth, Gloucester	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hillview Parade, Hucclecote, Gloucester	0.5%	6	0.0%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hucclecote Road, Gloucester	0.2%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kingsholm Road, Gloucester	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	0.5%	6	1.0%	1	0.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, London Road, Charlton Kings, Cheltenham	0.5%	6	2.0%	2	0.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Montpellier Road, Cheltenham	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, North Street, Winchcombe	0.5%	6	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Northway Lane, Tewkesbury	0.9%	11	0.0%	0	0.0%	0	0.0%	11	0.0%	0	0.0%	0	0.0%

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester South	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Co-op, Seventh Avenue, Tuffley, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Seymour Road, Gloucester	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Co-op, Warden Hill, Cheltenham	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Parton Road, Churchdown, Gloucester	0.4%	5	0.0%	0	0.0%	0	5.0%	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%
Iceland, Oxboe, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bristol Road, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Eastern Avenue, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Evesham Road, Bishops Cleeve	0.7%	9	0.0%	7	0.0%	0	0.0%	0	1.0%	1	0.0%
Lidl, Grosvenor Terrace, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Kingsditch Retail Park, Cheltenham	0.6%	7	2.0%	0	0.0%	0	3.0%	0	2.0%	2	0.0%
M&S Simply Food, Ashchurch Road, Tewkesbury	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	0.3%	3	0.0%	0	0.0%	0	2.0%	0	0.0%	0	1.0%
Marks and Spencer, High Street, Cheltenham	0.7%	8	2.0%	0	0.0%	0	5.0%	0	1.0%	1	0.0%
Morrisons, Ashchurch Road, Tewkesbury	1.8%	22	0.0%	1	1.0%	0	0.0%	0	16.0%	16	0.0%
Morrisons, Glevum Shopping Centre, Abbeydale, Gloucester	1.2%	14	0.0%	0	0.0%	0	14.0%	0	0.0%	0	0.0%
Morrisons, Shurdington Road, Up Hatherley, Cheltenham	1.9%	23	9.0%	0	0.0%	0	14.0%	0	0.0%	0	0.0%
Sainsbury, Barnett Way, Barnwood, Gloucester	0.3%	4	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%
Sainsbury, Bath Road, Cheltenham	0.3%	4	2.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester South	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Sainsbury, Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.8%	10	2	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
Sainsbury, Northgate Street, Gloucester	0.2%	2	0	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Sainsbury, Priors Road, Oakley, Cheltenham	1.8%	22	13	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
Sainsbury, St Ann Way, Gloucester Quays, Gloucester	0.7%	8	0	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	1.0%
Somerfield, Tobysfield Road, Bishops Cleeve	0.1%	1	0	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco (Express), Eastern Avenue, Gloucester	0.1%	1	0	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Tesco (Express), Hewlett Road, Cheltenham	0.0%	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco (Express), Lysons Avenue, Bristol Road, Gloucester	0.0%	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco (Express), Mead Road, Gloucester	0.2%	2	0	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Tesco (Express), Old Cheltenham Road, Langlevens, Gloucester	0.3%	4	0	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%
Tesco (Metro), Bishops Walk, Tewkesbury	1.2%	14	0	0	0.0%	0	0.0%	1	13.0%	13	0.0%	0	0.0%
Tesco (Metro), High Street, Cheltenham	0.4%	5	3	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Tesco, Bristol Road, Cheltenham	0.0%	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Brockworth, Gloucester Business Park, Gloucester	0.5%	6	1	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Tesco, Church Road, Bishops Cleeve	3.7%	45	1	42.6%	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Colletts Drive, Cheltenham	0.5%	6	3	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Tesco, Quedgeley District Centre, Bristol Road, Gloucester	0.7%	9	0	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%
Tesco, St Oswalds Road, Gloucester	1.5%	18	0	0	0.0%	0	5.0%	5	8.0%	8	3.0%	0	2.0%
Waitrose, Honeybourne Way, Cheltenham	1.0%	12	4	3	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%
Bath	0.1%	1	1	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.0%	0	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bishops Cleeve	1.2%	15	0	14.9%	1.5	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
Bristol	0.0%	0	0	0	0	0	0	0	0	0	0	0	0
Cardiff	0.1%	1	0	0	0	0	0	1	0	0	0	0	0
Cheltenham town centre	1.4%	17	7	1	6	6	0	2	1	1	0	0	0
Chepstow	0.2%	2	0	0	0	0	0	0	0	0	0	0	2
Cinderford	3.7%	44	0	0	0	1	1	0	0	0	0	43	0
Cirencester	3.6%	43	0	3	3	3	0	0	0	0	35	2	0
Coleford	2.3%	28	0	0	0	0	0	0	0	0	0	2	26
Cribbs Causeway	0.0%	0	0	0	0	0	0	0	0	0	0	0	0
Dursley	0.4%	5	0	0	0	0	0	0	0	5	0	0	0
Evesham town centre	1.9%	23	0	0	0	0	1	0	22	0	0	0	0
Gloucester city centre	0.5%	6	0	1	1	3	0	0	0	0	0	2	0
Great Malvern	0.1%	1	0	0	0	0	0	1	0	0	0	0	0
Hereford town centre	0.0%	0	0	0	0	0	0	0	0	0	0	0	0
Lydney	3.7%	45	0	0	0	0	1	0	0	0	0	0	44
Malvern Link	0.1%	1	0	0	0	0	0	1	0	0	0	0	0
Monmouth	0.6%	7	0	0	0	0	0	0	0	0	0	2	5
Nailsworth	0.5%	6	0	0	0	0	0	0	0	6	0	0	0
Newport	0.1%	1	0	0	0	0	1	0	0	0	0	0	0
Oxford	0.2%	2	0	1	1	0	0	0	0	0	0	0	0
Pershore	1.1%	13	0	0	0	0	0	1	12	0	0	0	0
Ross on Wye	0.7%	8	0	0	0	0	1	0	0	0	0	7	0
Stow on the Wold	0.7%	9	0	8	9	0	0	0	0	0	0	0	0
Stratford upon Avon	0.1%	1	0	0	0	0	0	0	1	0	0	0	0
Stroud	2.4%	29	0	0	0	0	0	0	0	29	0	0	0
Swindon town centre	0.0%	0	0	0	0	0	0	0	0	0	0	0	0
Tewkesbury	1.1%	13	0	0	0	0	1	12	0	0	0	0	0
Upton-on-Severn	0.7%	8	0	0	0	1	0	7	0	0	0	0	0
Winchcombe	0.6%	7	0	6	7	0	0	0	0	0	0	0	0
Worcester	0.1%	1	0	0	0	0	1	1	0	0	0	0	0
Internet / Mail order	0.4%	5	0	1	1	0	0	0	0	0	1	2	0
Charlton Kings	0.7%	9	2	2	2	5	0	0	0	0	0	0	0
Cheltenham, Other	1.2%	14	7	1	5	1	0	0	0	0	0	0	0
Coronation Square, Cheltenham	0.1%	1	0	0	0	0	0	0	0	0	0	0	0
Elsewhere Study Area	15.3%	184	0	49	50	9	3	10	46	10	49	6	1
Forest, Other	1.7%	21	0	0	0	0	1	0	0	0	0	12	8
Gloucester, Other	0.6%	7	0	0	0	6	0	0	0	1	0	0	0
Newent	3.5%	42	0	0	0	1	41	0	0	0	0	0	0
Quedgeley	0.0%	0	0	0	0	0	0	0	0	0	0	0	0
Stroud, Other	1.8%	22	0	0	0	0	1	0	0	21	0	0	0
Tewkesbury, Other	0.3%	3	0	0	0	0	0	3	0	0	0	0	0
Elsewhere	1.7%	21	0	2	2	1	6	1	6	1	2	1	1
(Don't know / varies)	3.7%	44	3	5	5	4	7	1	1	6	3	4	4
(Don't do top up food shopping)	12.0%	144	18	13	10	12	16	4	8	19	10	13	7
Base:		1201	100	101	101	100	100	100	100	100	100	99	100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney	
Q23 Have you used any markets (e.g. farmers markets, Henrietta Street in the last 2 months: If so, where?)														
Abergavenny town centre, Gwent	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Bishops Cleeve Market, Cheltenham	0.3%	3	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water farmers' market	0.5%	6	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham farmers' market	2.9%	35	13.0%	5	2.0%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cheltenham Racecourse Market	1.9%	23	6.0%	7	0.0%	6	0.0%	2	1.0%	0	1.0%	0	0.0%	0
Cinderford town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	0
Cirencester farmers' market	2.7%	33	0.0%	0	0.0%	6	0.0%	0	0.0%	0	26.0%	26	0.0%	0
Cirencester town centre	1.8%	22	1.0%	0	1.0%	0	0.0%	2	0.0%	0	18.0%	18	0.0%	0
Coleford town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Evesham town centre	1.2%	15	0.0%	1	0.0%	0	0.0%	1	13.0%	13	0.0%	0	0.0%	0
Gloucester city centre	2.9%	35	0.0%	2	0.0%	0	17.0%	6	1.0%	0	1.0%	6	1.0%	1
Gloucester farmers' market	2.2%	27	2.0%	0	0.0%	1	16.0%	7	7.0%	0	0.0%	0	0.0%	1
Hereford town centre	0.6%	7	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	2	3.0%	3
Leadbury town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	3	0.0%	0	0.0%	0	0.0%	0
Lydney Farmers' Market	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Moreton-in-Marsh town centre	1.9%	23	0.0%	0	20.8%	21	0.0%	0	0.0%	2	0.0%	0	0.0%	0
Newent town centre	0.3%	4	0.0%	0	0.0%	0	0.0%	4	0.0%	0	0.0%	0	0.0%	0
Over Farm Market, Over Gloucester	0.6%	7	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	1	0.0%	0
Pershore town centre	1.5%	18	0.0%	0	0.0%	0	0.0%	3	15.0%	15	0.0%	0	0.0%	0
Ross-on-Wye town centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.0%	1
St. Briavels farmers' market	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Stow-on-the-Wold town centre	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon town centre	0.3%	3	0.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stroud farmers' market	2.9%	35	1.0%	0	1.0%	1	4.0%	0	0.0%	26	2.0%	2	0.0%	0
Stroud town centre	0.9%	11	1.0%	0	0.0%	0	0.0%	0	0.0%	10	0.0%	0	0.0%	0
Tewkesbury town centre	5.7%	69	3.0%	8	2.0%	3	6.0%	40	4.0%	4	1.0%	0	0.0%	0
Wellesbourne Airfield Market	0.6%	7	0.0%	1	3.0%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Winchcombe Farmers' Market	0.5%	6	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.2%	27	1.0%	2	2.0%	2	1.0%	1	4.0%	4	4.0%	4	3.0%	3
None	64.7%	777	73.0%	73	71.3%	72	54.5%	57	70.0%	70	54.0%	60	77.8%	75
(Don't know / can't remember)	0.8%	10	1.0%	1	2.0%	2	0.0%	1	0.0%	0	1.0%	1	2.0%	1
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1201	100	101	101	101	100	100	100	100	100	100	99	100	

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney					
GEN Gender of respondent																		
Male	36.6%	440	40.0%	40	32.7%	33	29.7%	30	36.0%	36	43.0%	43	34.0%	34	33.3%	33	45.0%	45
Female	63.4%	761	60.0%	60	67.3%	68	70.3%	71	64.0%	64	57.0%	57	66.0%	66	66.7%	66	55.0%	55
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	100	99	99	100	100	
AGE Could I ask how old you are?																		
18 – 24 years	2.2%	26	0.0%	0	4.0%	4	4.0%	4	1.0%	1	1.0%	1	3.0%	1	3.0%	3	3.0%	3
25 – 34 years	3.9%	47	1.0%	1	2.0%	2	5.9%	6	1.0%	1	1.0%	1	2.0%	2	4.0%	4	11.1%	11
35 – 44 years	14.7%	176	15.0%	15	7.9%	8	14.9%	15	5.0%	5	10.0%	10	19.0%	19	24.0%	24	19.2%	19
45 – 54 years	27.4%	329	26.0%	26	19.8%	20	22.8%	23	16.0%	16	34.0%	34	32.0%	32	31.0%	31	27.3%	27
55 – 64 years	15.5%	186	12.0%	12	19.8%	20	21.8%	22	21.0%	21	18.0%	18	12.0%	12	10.0%	10	18.2%	18
65+ years	34.6%	416	42.0%	42	46.5%	47	28.7%	29	56.0%	56	36.0%	36	29.0%	29	29.0%	29	21.2%	21
(Refused)	1.7%	21	4.0%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	100	99	99	100	100	
SEG Socio-economic group																		
A	2.8%	34	2.0%	2	2.0%	2	5.9%	6	5.0%	5	4.0%	4	4.0%	4	1.0%	1	4.0%	4
B	15.9%	191	16.0%	16	16.8%	17	14.9%	15	20.0%	20	14.0%	14	24.0%	24	20.0%	20	12.0%	12
C1	28.1%	337	29.0%	29	26.7%	27	24.8%	25	26.0%	26	34.0%	34	29.0%	29	28.0%	28	31.0%	31
C2	18.8%	226	16.0%	16	12.9%	13	22.8%	23	13.0%	13	20.0%	20	12.0%	12	19.0%	19	27.0%	27
D	12.1%	145	12.0%	12	6.9%	7	8.9%	9	3.0%	3	10.0%	10	8.0%	8	14.0%	14	17.0%	17
E	12.7%	153	14.0%	14	18.8%	19	9.9%	10	18.0%	18	8.0%	8	14.0%	14	12.0%	12	13.0%	13
(Refused)	9.6%	115	11.0%	11	15.8%	16	12.9%	13	15.0%	15	10.0%	10	11.0%	11	5.0%	5	6.1%	6
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	100	99	99	100	100	
PEO How many people in your household?																		
One	19.1%	229	22.0%	22	17.8%	18	14.9%	15	24.0%	24	21.0%	21	22.0%	22	18.0%	18	17.0%	17
Two	38.0%	456	42.0%	42	42.6%	43	40.6%	41	49.0%	49	39.0%	39	43.0%	43	27.0%	27	40.0%	40
Three	14.3%	172	8.0%	8	14.9%	15	11.0%	11	11.0%	11	11.0%	11	12.0%	12	17.0%	17	16.0%	16
Four	18.3%	220	18.0%	18	14.9%	15	18.8%	19	8.0%	8	14.0%	14	12.0%	12	29.0%	29	21.0%	21
Five	5.7%	69	6.0%	6	3.0%	3	5.9%	6	5.0%	5	10.0%	10	5.0%	5	6.0%	6	3.0%	3
Six or more	1.9%	23	0.0%	0	1.0%	1	3.0%	3	2.0%	2	2.0%	2	3.0%	3	2.0%	2	1.0%	1
(Refused)	2.7%	32	4.0%	4	5.9%	6	2.0%	2	1.0%	1	3.0%	3	3.0%	3	1.0%	1	2.0%	2
Base:	1201	100	101	101	101	100	100	100	100	100	100	100	100	99	99	100	100	

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney													
CAR How many cars do you have access to in your household?																										
None	7.1%	8.0%	5.9%	6	4.0%	4	3.0%	4	3.0%	3	11.0%	11	9.0%	9	8.0%	8	8.0%	8								
One	38.9%	46.7	44.0%	44	41.6%	42	41.6%	42	41.6%	43	41.0%	41	34.0%	34	35.0%	35	34.0%	34	34.0%	34	44.0%	44	40.4%	40	31.0%	31
Two	36.7%	441	32.0%	32	40.6%	41	37.6%	38	35.0%	35	30.0%	30	34.0%	34	38.0%	38	37.0%	37	40.0%	40	40.0%	40	35.4%	35	43.0%	43
Three or more (Refused)	14.8%	178	10.0%	10	7.9%	8	12.9%	13	16.0%	16	15.0%	15	21.0%	21	17.0%	17	18.0%	18	9.0%	9	0.0%	0	17.2%	17	15.0%	15
	2.5%	30	6.0%	6	4.0%	4	1.0%	1	3.0%	3	3.0%	3	2.0%	2	1.0%	1	4.0%	2	4.0%	4	0.0%	0	1.0%	1	3.0%	3
Base:	1201	100	101	101	100	100	100	100	100	100	100	100	100	100	100	99	100	100	100	100	99	100	99	100	100	100

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

PS Postcode sector

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney	
GL1 2	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
GL1 3	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
GL1 4	0.5%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
GL1 5	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
GL2 0	1.2%	14	0.0%	0	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0
GL2 4	0.9%	11	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0
GL2 5	0.3%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
GL2 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0
GL2 8	0.4%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
GL2 9	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
GL3 1	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
GL3 2	0.3%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
GL3 3	1.0%	12	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0
GL3 4	0.3%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
GL4 0	0.6%	7	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
GL4 3	0.4%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
GL4 4	0.5%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
GL4 5	0.5%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
GL4 6	0.4%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
GL4 8	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
GL5 1	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	9	0.0%	0	0.0%	0
GL5 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0
GL5 3	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.0%	0	0.0%	0
GL5 4	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	15	0.0%	0	0.0%	0
GL5 5	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0.0%	0	0.0%	0
GL6 0	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	0	0.0%	0
GL6 6	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.0%	0	0.0%	0
GL6 8	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.0%	0	0.0%	0
GL6 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0
GL7 1	5.4%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.0%	0	0.0%	0
GL7 2	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	0	0.0%	0
GL7 5	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	0	0.0%	0
GL7 6	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0
GL7 7	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0
GL102	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	15	0.0%	0	0.0%	0
GL103	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.0%	0	0.0%	0
GL114	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	0	0.0%	0
GL115	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	9	0.0%	0	0.0%	0
GL116	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	0	0.0%	0
GL139	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	0	0.0%	0
GL141	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	0
GL142	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	32	0.0%	0
GL143	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16	0.0%	0
GL154	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8
GL155	3.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	36

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

Zone	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
GL156	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%
GL167	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%
GL168	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%
GL170	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20	0.0%
GL179	2.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	28	0.0%
GL181	4.2%	50	0.0%	0	0.0%	0	50.0%	50	0.0%	0	0.0%	0	0.0%
GL182	0.5%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%
GL193	2.6%	31	0.0%	0	0.0%	0	31.0%	31	0.0%	0	0.0%	0	0.0%
GL194	1.1%	13	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%
GL205	2.0%	24	0.0%	0	0.0%	0	0.0%	24	0.0%	0	0.0%	0	0.0%
GL206	0.7%	8	0.0%	0	0.0%	0	0.0%	8	0.0%	0	0.0%	0	0.0%
GL207	1.6%	19	0.0%	0	0.0%	0	0.0%	19	0.0%	0	0.0%	0	0.0%
GL208	2.7%	32	0.0%	0	0.0%	0	0.0%	32	0.0%	0	0.0%	0	0.0%
GL501	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL502	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL503	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL504	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL510	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL513	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL514	2.1%	25	0.0%	0	25.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL516	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL517	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL518	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL519	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL522	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL523	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL525	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL526	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL527	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL528	5.4%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL529	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL530	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL537	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL538	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL539	4.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL541	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL542	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL543	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL544	2.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL545	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL556	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL560	2.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GL569	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WR8 0	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WR8 9	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WR101	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WR103	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	8	0.0%	0	0.0%

Gloucester Cheltenham and Tewkesbury Retail Study for DPDS

	Total	Cheltenham	Bishops Cleeve	Central Cotswolds	Cheltenham South	Gloucester	Severn Vale	Tewkesbury	Wychavon	Gloucester South	Cotswold South	Forest Cinderford	Coleford/Lydney
WR111	0.9%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%
WR112	1.7%	21	0.0%	0	0.0%	0	0.0%	0	21.0%	21	0.0%	0	0.0%
WR113	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%
WR114	0.4%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%
WR117	1.0%	12	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%
WR118	0.6%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%
WR127	0.7%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100
QUOTA Quota													
Cheltenham	8.3%	100	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bishops Cleeve	8.4%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central Cotswolds	8.4%	101	0.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham South	8.3%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%
Gloucester	8.3%	100	0.0%	0	0.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%
Severn Vale	8.3%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%
Tewkesbury	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wychavon	8.3%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%
Gloucester South	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	100	0.0%	0	0.0%
Cotswold South	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%
Forest Cinderford	8.2%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	99	0.0%
Coleford/Lydney	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Base:	1201	100	101	101	100	100	100	100	100	100	100	99	100