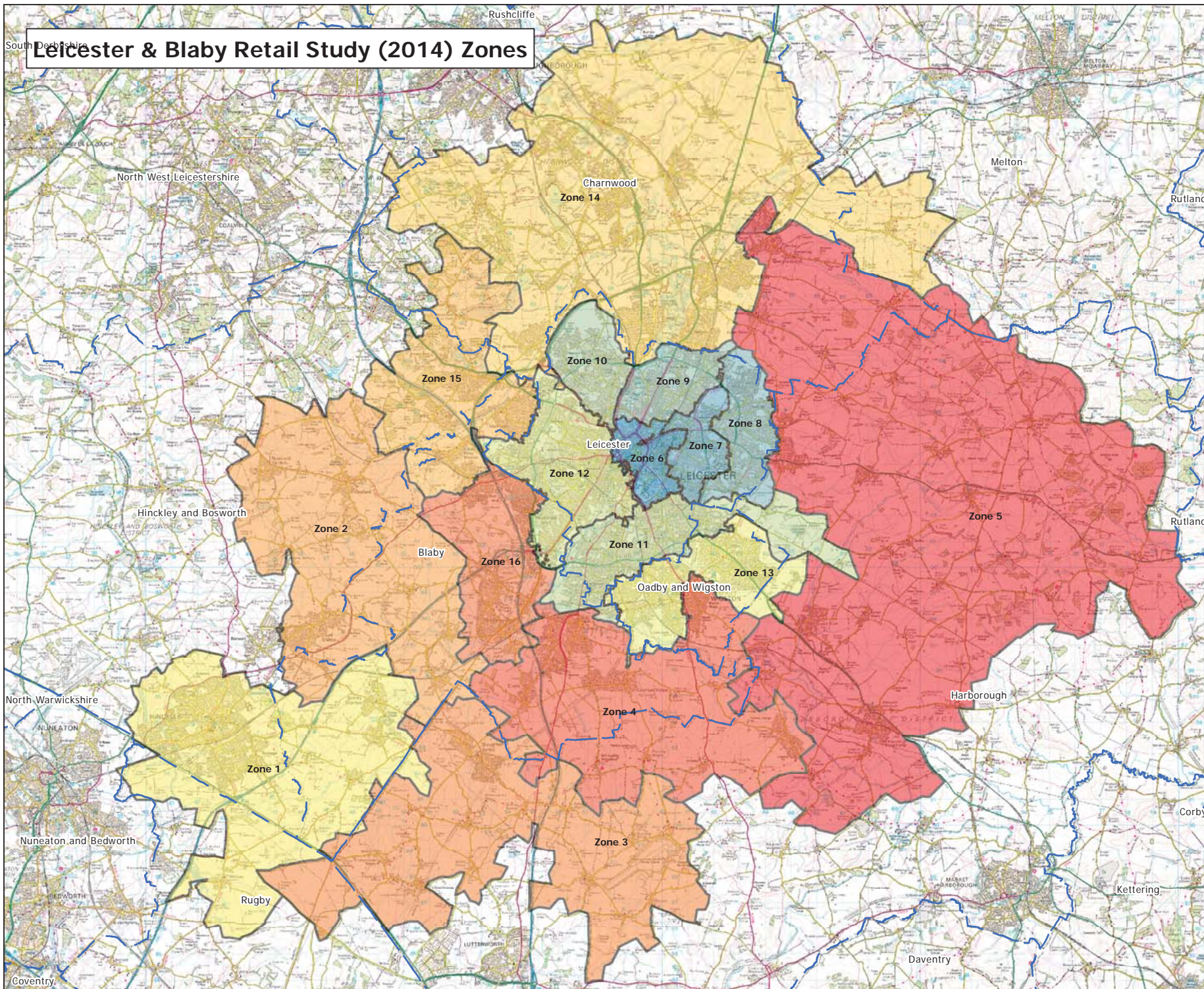


Appendix 1

Map of Study Area and Zones



Leicester & Blaby Retail Study (2014) Zones



Zone	ONS based Population 2012
1	55,824
2	22,725
3	15,263
4	37,688
5	26,627
6	52,196
7	39,408
8	36,976
9	45,722
10	30,314
11	60,912
12	89,145
13	46,249
14	86,293
15	27,416
16	29,367
Whole Study Area	702,125

Key	
	Local and Unitary Authority Boundary
	Zone 1
	Zone 2
	Zone 3
	Zone 4
	Zone 5
	Zone 6
	Zone 7
	Zone 8
	Zone 9
	Zone 10
	Zone 11
	Zone 12
	Zone 13
	Zone 14
	Zone 15
	Zone 16

Appendix 2

Household Survey Results

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Where did you last go to undertake your main food and grocery shopping?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Aldi, Watling Street, Hinckley	0.8%	12	9.2%	11	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley	3.3%	50	34.0%	39	19.6%	10	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Hill Street, Hinckley	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Watling Street, Hinckley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hawley Road, Hinckley	0.3%	4	3.2%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Normandy Way, Hinckley	2.2%	33	19.2%	22	22.0%	11	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brunel Road, Hinckley	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Hinckley	0.6%	9	7.0%	8	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Yard, Hinckley	0.9%	14	9.5%	11	3.3%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Co Op - Foodstore, High Street, Desford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Newbold Verdon	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Pochin Street, Croft	0.2%	3	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Wood Street, Earl Shilton	0.1%	2	0.6%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Co Op - Foodstore, Main Street, Broughton Astley	0.2%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Aldi, Welford Road, Blaby	2.2%	33	0.0%	0	0.0%	0	13.1%	4	22.0%	18	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co Op - Foodstore, Dog & Gun Lane, Whetstone	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, High Street, Fleckney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Lutterworth Road, Whetstone	0.2%	3	0.0%	0	0.6%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fleckney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King William Iv, The Square, Countesthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Waitrose, Johns Court, Blaby	0.3%	5	0.0%	0	0.0%	0	1.6%	1	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Co Op - Foodstore, High Street, Kibworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Great Glen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Houghton On The Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Station Road, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Aldi, St Georges Retail Park, St Georges Way, Leicester	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	11.7%	13	7.8%	7	0.7%	1
Co Op - Foodstore, Kemble Square, Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Gate, Leicester	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.5%	0	0.0%	0
K P Supermarket, Melbourne Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Leicester City Centre	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.6%	4	1.7%	2	0.5%	0	0.0%	0
M&S Foodhall, Gallowtree Gate, Leicester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	2.2%	2
Sainsburys Local, Granby Street, Leicester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Sainsburys, Humberstone Gate, Leicester	1.7%	26	0.0%	0	7.4%	4	4.9%	2	0.0%	0	0.0%	0	2.6%	3	1.9%	2	2.9%	2
Tesco Express, Belgrave Gate, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Evington Road, Leicester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.9%	2	0.0%	0
Sainsburys Local, London Road, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Sainsburys Local, Queens Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Ethel Road, Leicester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.9%	6	0.0%	0
Zone 7																		
Co Op - Foodstore, Rowlatts Hill Road, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Uppingham Road, Leicester	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.7%	1
Iceland, Uppingham Road, Leicester	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.3%	0	10.8%	10	1.5%	1
Pak Foods, Uppingham Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Zone 8																		
Co Op - Foodstore, Downing Drive, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Evington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	2
Evington Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Sainsburys Local, Sandhills Avenue, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton	7.2%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	10	18.7%	20	15.5%	14	41.1%	34
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	4.0%	61	0.0%	0	0.0%	0	3.1%	1	0.5%	0	0.0%	0	12.2%	13	1.0%	1	0.0%	0
Co Op - Foodstore, Thurmaston Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gipsy Lane, Leicester	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.8%	3	5.2%	4
Lidl, Loughborough Road, Leicester	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsburys, Melton Road, Thurmaston	2.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	1.4%	1	4.3%	4
Tesco Express, Humberstone Lane, Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	0	0.0%	0
Tesco Express, Melton Road, Leicester	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Barley Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fletcher Mall, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bradgate Mall, Leicester	5.3%	80	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Zone 11																		
Aldi, Aylestone Road, Leicester	1.8%	27	0.6%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Aberdale Road, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Aylestone Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Clarendon Park Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co Op - Foodstore, Hillsborough Road, Glen Parva	0.0%	1	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, Saffron Lane, Leicester	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Local shops, Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Aldi, Woodgate, Leicester	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Narborough Road South, Braunstone	5.2%	79	6.4%	7	5.5%	3	10.0%	3	13.5%	11	0.0%	0	0.5%	1	1.9%	2	0.0%	0
Co Op - Foodstore, Aikman Avenue, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Fosse Road North, Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Groby Road, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co Op - Foodstore, Turnbull Drive, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Narborough Road, Leicester	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 9 Counting House Road, Leicester	2.7%	41	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	3.5%	4	1.7%	2	0.7%	1
Sainsburys Local, Narborough Road, Leicester	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Boulevard, Leicester	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
Tesco, Narborough Road Retail Park, Narborough Road, Leicester	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Zone 13																		
Aldi, Bull Head Street, Wigston	2.2%	34	0.0%	0	0.0%	0	0.0%	0	13.0%	11	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby	7.3%	112	0.0%	0	0.0%	0	0.0%	0	10.7%	9	5.3%	3	10.8%	12	19.3%	17	7.0%	6
Co Op - Foodstore, The Parade, Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston	0.1%	2	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, The Parade, Oadby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Leicester Road, Wigston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shire Court, Gloucester Crescent, Wigston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Bell Street, Wigston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Glen Road, Oadby	3.3%	51	0.0%	0	0.0%	0	0.0%	0	1.6%	1	14.0%	8	5.5%	6	1.5%	1	7.8%	6
Tesco, Blaby Road, Wigston	1.7%	26	0.0%	0	0.0%	0	4.1%	1	14.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Oadby	1.7%	25	0.0%	0	0.6%	0	0.0%	0	1.6%	1	9.5%	5	4.3%	5	4.2%	4	5.5%	5
Zone 14																		
Aldi, Melton Road, Syston	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	7	0.0%	0	0.0%	0	1.1%	1
Asda, Barkby Thorpe Lane, Thurmaston	5.1%	78	0.0%	0	0.6%	0	0.0%	0	0.0%	0	5.2%	3	0.6%	1	0.0%	0	11.9%	10
Co Op - Foodstore, Town Square, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Wanlip Lane, Birstall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Anstey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops, Sileby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Thurmaston Shopping Centre, Barkby Thorpe Lane, Leicester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Metro, Melton Road, Syston	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
Zone 15																		
Budgens, Laundon Way, Groby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Leicester Road, Groby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Station Road, Glenfield	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ratby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Aldi, Meridian Way, Leicester	1.4%	21	0.0%	0	1.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Cross Street, Enderby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Co Op - Foodstore, Hinckley Road, Leicester Forest East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.5%	8	0.4%	0	2.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Hinckley Road, Leicester Forest East	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Grove Farm Triangle, Enderby	4.8%	74	1.4%	2	9.5%	5	6.0%	2	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Aldi, Belton Road, Loughborough	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Maxwell Drive, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Greenclose Lane, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Rushes, Loughborough	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Asda, Brade Drive, Coventry	0.4%	6	4.5%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, London Road, Coventry	0.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Morrisons, Parkgate Road, Coventry	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley	0.1%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Trinity Street, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Olivier Way Cross Point Business Park, Hinckley Road, Coventry	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cannon Park Centre, Lynchgate Road, Coventry	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clifford Bridge Road, Walsgrave	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Aldi, Springfield Street, Market Harborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, George Street, Lutterworth	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough	0.0%	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
Lidl, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	0.5%	7	0.0%	0	0.0%	0	18.5%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, St Marys Place, Market Harborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Square, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	0.3%	5	0.0%	0	0.6%	0	13.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rutland Street, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ashby Road, Coalville	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co Op - Foodstore, Ashby Road, Ibstock	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road,	0.2%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Coalville																		
Tesco Extra, Resolution Road, Ashby-de-la-Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
Asda, Newtown Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Camborne Drive, Nuneaton	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth	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
Outside Study Area: Other LA																		
Other	0.5%	8	0.6%	1	0.9%	0	0.0%	0	0.8%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Asda, Chapel Street, Rugby	0.1%	1	0.4%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dunchurch Road, Rugby	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Leicester Road, Rugby	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1521		116		49		33		81		56		110		90		83	
Sample:	1523		92		93		97		93		96		93		99		98	

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?*Those who use the internet at Q01*

Asda	35.2%	26	67.3%	9	33.3%	1	69.4%	1	82.6%	3	0.0%	0	87.3%	5	0.0%	0	0.0%	0
Morrisons	1.3%	1	0.0%	0	11.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.5%	1
Sainsbury's	11.3%	8	14.5%	2	0.0%	0	15.3%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0
Tesco	33.9%	25	18.3%	2	33.3%	1	15.3%	0	17.4%	1	0.0%	0	0.0%	0	0.0%	0	64.5%	1
Ocado	10.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	80.9%	4	0.0%	0	0.0%	0	0.0%	0
Other	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.9%	1	0.0%	0	21.5%	1	0.0%	0	0.0%	0	19.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	74		13		2		2		4		5		5		0		2	
Sample:	68		9		6		5		4		3		4		0		2	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																		
Accessibility by public transport	0.6%	9	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	0.6%	10	0.0%	0	2.4%	1	1.0%	0	0.0%	0	3.2%	2	0.0%	0	2.3%	2	1.4%	1
Choice of food goods available	5.0%	80	5.9%	8	9.0%	5	2.0%	1	7.0%	6	7.1%	4	7.0%	8	4.8%	4	2.9%	2
Choice of shops nearby selling non-food goods	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling food goods	0.9%	14	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Cleanliness	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Delivery service	2.1%	34	1.8%	2	0.0%	0	2.8%	1	0.7%	1	6.9%	4	0.6%	1	0.0%	0	0.7%	1
Easy to get to by car	0.9%	14	2.0%	3	2.7%	1	3.5%	1	0.0%	0	0.9%	1	1.6%	2	1.0%	1	0.7%	1
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	0.7%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.1%	2
Good service / friendly staff	0.6%	10	0.0%	0	1.0%	1	5.6%	2	0.0%	0	0.6%	0	0.0%	0	0.5%	0	0.7%	1
Habit / always use it / preference for retailer	4.2%	67	2.5%	3	4.2%	2	7.7%	3	2.5%	2	5.1%	3	0.8%	1	12.5%	11	7.7%	7
Internet shopping is convenient	0.5%	8	0.0%	0	1.6%	1	2.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lower prices	16.3%	264	16.8%	22	11.7%	6	19.2%	7	35.2%	31	12.8%	8	16.0%	19	23.9%	22	15.3%	13
Loyalty card / points scheme	1.6%	25	0.6%	1	0.8%	0	4.0%	1	1.6%	1	1.4%	1	1.4%	2	0.0%	0	0.0%	0
Near to home	38.7%	626	32.2%	41	35.7%	19	21.7%	8	21.7%	19	28.6%	18	39.0%	47	41.6%	38	47.8%	41
Near to work	1.2%	20	1.8%	2	0.8%	0	2.5%	1	2.6%	2	2.8%	2	0.5%	1	1.6%	1	0.0%	0
Nice shopping environment	1.0%	16	4.5%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Only one in the area / no other choice	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Preference for retailer	3.8%	62	2.5%	3	3.7%	2	7.8%	3	2.2%	2	4.5%	3	5.8%	7	0.5%	0	5.6%	5
Provision of leisure facilities nearby	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	6.2%	100	4.2%	5	3.8%	2	1.8%	1	0.5%	0	12.6%	8	9.9%	12	4.0%	4	4.3%	4
Quality of shops selling food goods	0.2%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.4%	23	3.5%	4	3.1%	2	2.0%	1	0.9%	1	1.0%	1	3.3%	4	0.7%	1	0.0%	0
Value for money	6.8%	110	11.1%	14	4.3%	2	7.5%	3	11.1%	10	3.2%	2	7.1%	9	2.4%	2	4.0%	3
Other	0.4%	6	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Convenient	0.8%	12	2.9%	4	2.4%	1	2.0%	1	1.9%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Get discount	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1
It is a small store	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Close to other facilities	1.0%	17	1.4%	2	2.7%	1	0.8%	0	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
I get a lift	0.2%	3	0.0%	0	0.6%	0	1.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Can get everything i want there	0.1%	2	0.0%	0	0.6%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food goods available	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	3.2%	51	3.8%	5	6.4%	3	1.3%	0	1.4%	1	3.8%	2	5.1%	6	2.9%	3	0.7%	1
Weighted base:	1617		129		52		35		87		61		120		91		85	
Sample:	1614		101		100		102		100		100		100		100		101	

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01) ?																		
Nothing	69.2%	1118	72.8%	94	65.7%	34	60.8%	21	71.4%	62	79.4%	49	69.2%	83	79.3%	72	72.8%	62
Change layout too often	0.7%	12	0.6%	1	1.0%	1	0.8%	0	2.1%	2	1.1%	1	0.0%	0	1.4%	1	3.4%	3
Difficult / expensive parking	0.6%	10	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.0%	2	0.0%	0	0.9%	1	0.0%	0
Difficult to get to	0.5%	9	5.4%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	4.9%	78	0.6%	1	0.6%	0	4.3%	2	3.9%	3	0.6%	0	3.8%	5	2.4%	2	3.6%	3
Lack of cycle parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lack of parking	1.3%	21	3.7%	5	0.8%	0	1.7%	1	0.7%	1	2.2%	1	0.5%	1	1.7%	2	0.0%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	5.8%	93	5.0%	6	10.7%	6	8.8%	3	7.0%	6	2.3%	1	5.8%	7	3.3%	3	3.9%	3
No petrol station	0.2%	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
Poor internal layout	1.7%	27	3.1%	4	1.0%	1	0.5%	0	0.0%	0	2.2%	1	0.6%	1	0.0%	0	0.0%	0
Poor quality	1.6%	26	0.0%	0	0.6%	0	0.8%	0	5.2%	5	0.6%	0	1.0%	1	0.5%	0	2.0%	2
Preference for retailer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.8%	14	0.6%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.6%	1	1.4%	1	1.4%	1
Too busy	3.1%	51	2.2%	3	5.2%	3	4.8%	2	0.0%	0	2.2%	1	3.7%	4	1.9%	2	6.1%	5
Too far away	0.4%	7	2.0%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Too small	1.1%	17	1.4%	2	0.6%	0	2.4%	1	2.6%	2	0.0%	0	1.7%	2	0.7%	1	0.0%	0
Other	2.8%	46	1.2%	2	1.1%	1	1.9%	1	1.9%	2	1.1%	1	5.2%	6	0.9%	1	1.3%	1
Traffic congestion	0.4%	6	0.0%	0	0.0%	0	1.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of stock on shelves	0.3%	5	0.4%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor clothing range	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.7%	1
Not enough tills open / queues at tills	1.7%	27	0.0%	0	1.1%	1	5.6%	2	0.0%	0	3.0%	2	0.0%	0	1.0%	1	1.3%	1
Too big	0.7%	11	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Self-service checkouts	0.4%	6	0.0%	0	5.9%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Store is too cold	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0
Too rushed at checkouts	0.1%	2	0.0%	0	2.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rude customers	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	1.3%	1
(Don't know)	1.3%	20	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.6%	0	6.5%	8	2.0%	2	1.4%	1
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

Q05 How much on average does your household normally spend on main food shopping in a week?

£1-£10	1.0%	16	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	2.1%	2
£11-£20	4.4%	72	3.9%	5	2.2%	1	1.8%	1	1.0%	1	2.3%	1	4.1%	5	3.4%	3	5.0%	4
£21-£30	6.4%	103	2.2%	3	3.5%	2	2.4%	1	6.0%	5	4.9%	3	7.3%	9	17.9%	16	5.0%	4
£31-£40	10.2%	165	11.1%	14	5.8%	3	6.7%	2	6.6%	6	2.6%	2	20.8%	25	11.7%	11	8.4%	7
£41-£50	16.3%	264	16.9%	22	9.1%	5	6.2%	2	6.6%	6	9.4%	6	20.4%	25	9.8%	9	18.1%	15
£51-£60	9.1%	147	7.1%	9	11.6%	6	11.1%	4	7.4%	6	13.5%	8	10.4%	12	6.7%	6	8.5%	7
£61-£70	8.3%	134	7.1%	9	8.3%	4	12.3%	4	4.6%	4	8.2%	5	7.0%	8	6.5%	6	8.3%	7
£71-£80	6.9%	112	8.0%	10	5.9%	3	10.0%	4	12.0%	10	6.8%	4	4.3%	5	8.1%	7	6.6%	6
£81-£90	3.8%	61	5.7%	7	5.5%	3	1.7%	1	5.3%	5	5.8%	4	4.5%	5	1.9%	2	6.6%	6
£91-£100	12.6%	204	13.7%	18	14.0%	7	15.8%	6	19.5%	17	13.2%	8	8.0%	10	8.3%	8	7.3%	6
£101-£125	3.8%	62	5.6%	7	6.2%	3	4.3%	2	5.7%	5	2.0%	1	2.5%	3	2.1%	2	3.9%	3
£126-£150	6.0%	96	12.2%	16	15.6%	8	8.1%	3	11.6%	10	7.7%	5	0.0%	0	0.0%	0	4.9%	4
£151+	1.4%	23	1.9%	2	1.1%	1	6.5%	2	0.7%	1	3.2%	2	0.0%	0	5.4%	5	0.0%	0
(Don't know / varies)	8.2%	133	4.7%	6	8.6%	5	8.2%	3	11.1%	10	19.8%	12	8.8%	11	17.3%	16	13.2%	11
(Refused)	1.6%	26	0.0%	0	2.7%	1	3.9%	1	2.0%	2	0.6%	0	0.0%	0	1.0%	1	2.1%	2
Mean:		69.56		78.42		85.36		88.35		84.37		81.97		54.85		64.96		65.03
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

Mean Score - Per week**Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?)**

Daily	1.8%	29	0.4%	0	1.4%	1	3.1%	1	3.5%	3	1.1%	1	0.6%	1	3.6%	3	2.0%	2
At least two times a week	9.1%	148	8.4%	11	8.6%	4	6.8%	2	2.7%	2	6.2%	4	12.1%	15	11.5%	10	7.7%	7
At least once a week	67.7%	1094	59.2%	76	75.2%	39	73.7%	26	69.1%	60	68.2%	42	63.8%	77	65.6%	59	76.9%	66
At least once a fortnight	12.0%	194	12.2%	16	7.1%	4	8.1%	3	13.8%	12	11.8%	7	9.4%	11	13.8%	12	5.2%	4
At least once a month	6.9%	112	13.8%	18	5.6%	3	5.9%	2	10.2%	9	11.3%	7	11.2%	13	2.1%	2	7.4%	6
At least every two months	0.1%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Have only visited once	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	29	5.9%	8	1.7%	1	2.4%	1	0.7%	1	0.6%	0	0.0%	0	3.4%	3	0.7%	1
Mean:		1.09		0.95		1.09		1.17		1.10		0.98		1.01		1.26		1.12
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q07 How do you normally travel to (STORE MENTIONED AT Q01)?																		
<i>Those who don't use the internet at Q01</i>																		
Car / van (as driver)	71.7%	1107	85.7%	99	78.2%	39	86.9%	29	86.9%	72	87.3%	50	60.7%	70	56.9%	52	64.5%	54
Car / van (as passenger)	13.2%	203	11.7%	14	12.4%	6	7.3%	2	7.8%	6	5.3%	3	11.1%	13	13.3%	12	21.0%	18
Bus, minibus or coach	4.0%	62	0.4%	0	1.7%	1	2.2%	1	0.5%	0	1.9%	1	5.6%	6	5.2%	5	7.3%	6
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.3%	144	2.2%	3	7.6%	4	2.6%	1	4.0%	3	5.6%	3	13.4%	15	23.6%	21	4.8%	4
Taxi	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	1.3%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Mobility scooter / disability vehicle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	11	0.0%	0	0.0%	0	1.0%	0	0.8%	1	0.0%	0	7.9%	9	0.0%	0	0.0%	0
Weighted base:		1543		116		50		33		83		57		115		91		83
Sample:		1546		92		94		97		96		97		96		100		99

Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?*Those who don't use the internet at Q01*

1-5	32.9%	508	34.4%	40	16.1%	8	9.9%	3	29.0%	24	19.3%	11	28.5%	33	34.8%	32	31.5%	26
6-10	36.0%	556	45.0%	52	46.1%	23	36.9%	12	35.7%	30	38.2%	22	28.8%	33	33.9%	31	28.4%	24
11-15	15.6%	241	13.1%	15	15.7%	8	24.3%	8	21.9%	18	17.9%	10	21.1%	24	9.7%	9	25.0%	21
16-20	7.9%	122	5.8%	7	11.1%	6	17.9%	6	3.5%	3	11.4%	6	9.2%	11	9.5%	9	8.8%	7
21-25	1.6%	25	0.4%	0	3.5%	2	4.0%	1	7.4%	6	2.9%	2	1.2%	1	0.0%	0	1.5%	1
26-30	2.4%	37	0.6%	1	3.8%	2	4.7%	2	0.8%	1	8.4%	5	2.9%	3	6.0%	5	2.2%	2
31+	1.0%	15	0.0%	0	2.5%	1	0.8%	0	0.9%	1	0.6%	0	3.4%	4	1.8%	2	0.7%	1
(Don't know / can't remember)	2.4%	37	0.7%	1	1.2%	1	1.6%	1	0.0%	0	1.2%	1	4.9%	6	4.3%	4	2.0%	2
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		10.79		9.41		13.49		14.48		11.54		13.19		12.20		11.42		11.32
Weighted base:		1543		116		50		33		83		57		115		91		83
Sample:		1546		92		94		97		96		97		96		100		99

Q09 When do you do your main food shopping?

Weekdays during the day	36.2%	584	25.1%	32	47.0%	25	50.9%	18	40.4%	35	50.4%	31	24.8%	30	40.6%	37	47.3%	40
Weekdays during the evening	14.1%	228	22.4%	29	14.6%	8	6.4%	2	12.2%	11	9.7%	6	19.6%	24	14.0%	13	6.2%	5
Saturday	17.1%	277	15.9%	20	8.8%	5	18.6%	7	13.0%	11	5.9%	4	25.7%	31	16.0%	15	11.0%	9
Sunday	6.5%	105	7.3%	9	8.6%	5	0.8%	0	9.4%	8	3.0%	2	6.2%	7	1.9%	2	6.5%	6
(Don't know / varies)	26.1%	422	29.3%	38	21.0%	11	23.3%	8	25.1%	22	30.9%	19	23.7%	28	27.5%	25	29.0%	25
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 When you go main food shopping is your trip linked with any other activity?																		
<i>Those who don't use the internet at Q01</i>																		
Yes – non-food shopping	6.8%	105	5.4%	6	2.6%	1	15.9%	5	4.0%	3	5.8%	3	9.5%	11	2.4%	2	12.4%	10
Yes – other food shopping	4.9%	76	3.8%	4	2.8%	1	11.2%	4	2.0%	2	4.5%	3	3.3%	4	3.4%	3	3.5%	3
Yes – visiting services such as banks and other financial institutions	1.0%	15	0.0%	0	0.6%	0	1.1%	0	2.5%	2	3.6%	2	0.3%	0	0.5%	0	2.2%	2
Yes – leisure activity	2.3%	36	3.6%	4	3.3%	2	0.8%	0	3.9%	3	0.6%	0	0.3%	0	1.9%	2	0.7%	1
Yes – travelling to/from work	5.4%	84	14.3%	17	5.9%	3	6.4%	2	6.9%	6	13.1%	7	1.1%	1	2.1%	2	0.0%	0
Yes – travelling to/from school/college/university	0.9%	15	3.2%	4	3.1%	2	0.8%	0	0.8%	1	2.4%	1	0.0%	0	3.1%	3	0.0%	0
Yes – getting petrol	2.5%	38	4.4%	5	5.5%	3	0.0%	0	2.0%	2	1.7%	1	3.5%	4	0.0%	0	3.1%	3
Yes – visiting café / pub / restaurant	1.3%	20	1.2%	1	3.9%	2	1.0%	0	0.8%	1	2.2%	1	1.0%	1	0.5%	0	1.5%	1
Yes – visiting family/friends	1.6%	25	0.4%	0	2.6%	1	0.0%	0	0.5%	0	0.6%	0	0.3%	0	0.5%	0	4.9%	4
Yes – visiting health service such as doctor, dentist, hospital	0.6%	9	0.6%	1	0.9%	0	1.9%	1	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.4%	7	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.3%	0	2.8%	3	1.5%	1
Yes – getting petrol	0.5%	8	0.4%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Yes – visiting family / friends	1.4%	21	0.0%	0	0.0%	0	1.6%	1	0.9%	1	1.7%	1	0.3%	0	0.0%	0	0.7%	1
Yes – other activity	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
No activity	66.2%	1021	62.1%	72	67.4%	34	55.6%	19	65.9%	55	54.7%	31	70.9%	82	80.7%	73	68.0%	57
Yes - visiting church	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	58	0.6%	1	0.9%	0	3.1%	1	7.0%	6	7.8%	4	7.3%	8	1.6%	1	1.5%	1
Weighted base:	1543		116		50		33		83		57		115		91		83	
Sample:	1546		92		94		97		96		97		96		100		99	

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q11 Where do you do this linked trip?									
<i>Those who mentioned food, non food or services at Q10 AND Excl. DK, Internet, Markets</i>									
Zone 1									
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinkley	5.7%	11	84.0%	8	53.4%	2	2.1%	0	0.0%
Zone 2									
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3									
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4									
Blaby	5.2%	10	0.0%	0	9.7%	0	7.8%	1	52.5%
Zone 5									
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Glen	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Kibworth	0.2%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Zone 6									
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	22.5%	43	0.0%	0	0.0%	0	3.7%	0	17.0%
St Georges Retail Park, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7									
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Evington Village	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Humberstone Village	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9									
Asda, Exploration Drive, Abbey Lane, Leicester	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Melton Road, Thurmaston	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10									
Abbey Retail Park, Leicester	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys	9.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Shopping Centre, Leicester	5.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Belgrave Boulevard	4.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11									
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 12									
Asda, Narborough Road South, Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Braunstone	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 13									
Asda, Leicester Road, Oadby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Bull Head Street, Wigston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Oadby	4.0%	8	0.0%	0	0.0%	0	0.0%	0	29.0%
Wigston	3.2%	6	0.0%	0	0.0%	0	0.0%	0	4.5%
Zone 14									
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Barkby Thorpe Lane, Thurmaston	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston	1.1%	2	0.0%	0	0.0%	0	0.0%	0	4.5%
Thurmaston Shopping Centre, Leicester	5.7%	11	0.0%	0	9.7%	0	0.0%	0	4.5%
Zone 15									
Glenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 16									
Enderby	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.1%
Fosse Park South, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Shopping Park, Leicester	12.9%	24	0.0%	0	27.3%	1	34.3%	3	26.2%
Meridian Leisure Park, Leicester	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Palmers Garden Centre, Saint Johns, Enderby, Leicester	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area:									

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Bedworth									
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Charnwood									
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough	6.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Coalville									
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Corby									
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Corley									
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Coventry									
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Market Harborough									
Lutterworth	2.2%	4	0.0%	0	0.0%	0	46.0%	4	0.0%
Market Harborough	1.9%	4	0.0%	0	0.0%	0	0.0%	0	15.2%
Outside Study Area: Hinckley & Bosworth BC									
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Hoby									
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Loughborough									
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Melton Mowbray									
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: North West Leicestershire									
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Nuneaton & Bedworth									
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Weddington Road, Nuneaton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton	0.6%	1	7.3%	1	0.0%	0	0.0%	0	0.0%
Outside study area: Other LA									
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry	0.5%	1	8.7%	1	0.0%	0	0.0%	0	0.0%
Outside Study Area: Rugby									
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rugby	0.3%	1	0.0%	0	0.0%	0	6.2%	1	0.0%
Outside Study Area: Rutland									
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Stapleton									
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other									
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	190	10	3	9	7	8	15	6	14
Sample:	197	7	9	22	9	19	12	8	11

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?																		
Yes	68.3%	1103	70.6%	91	62.4%	33	72.0%	25	75.6%	66	65.8%	40	55.3%	66	54.3%	49	69.8%	59
No	31.7%	513	29.4%	38	37.6%	20	28.0%	10	24.4%	21	34.2%	21	44.7%	54	45.7%	42	30.2%	26
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q13 Where did you last go to undertake this 'top up' shopping?																		
<i>Those who do top up food shopping at Q12 AND Excl. DK, Internet, Markets</i>																		
Zone 1																		
Aldi, Watling Street, Hinckley	0.3%	3	3.5%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley	1.3%	13	13.8%	12	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Boyslade Road, Burbage	0.5%	6	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Church Street, Sapcote	0.6%	7	7.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Hill Street, Hinckley	0.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Long Street, Stoney Stanton	0.2%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Trent Road, Hinckley	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Watling Street, Hinckley	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
Hinckley	0.6%	7	2.9%	3	14.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hawley Road, Hinckley	0.2%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burbage	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Normandy Way, Hinckley	0.5%	6	5.4%	5	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Clifton Way, Hinckley	1.0%	11	10.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brunel Road, Hinckley	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Hinckley	1.3%	14	16.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Yard, Hinckley	1.0%	11	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Co Op - Foodstore, High Street, Desford	0.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Newbold Verdon	0.2%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Newbold Road, Desford	0.1%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Pochin Street, Croft	0.4%	5	0.0%	0	9.6%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Wood Street, Earl Shilton	0.9%	10	6.6%	6	13.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Desford	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Earl Shilton	0.2%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newbold Verdon	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Co Op - Foodstore, Main Street, Broughton Astley	0.9%	9	0.0%	0	0.0%	0	33.5%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Local shops, Broughton Astley	0.1%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gilmorton	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ullesthorpe	0.1%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Aldi, Welford Road, Blaby	1.5%	16	0.0%	0	0.0%	0	8.6%	2	12.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Croft Road, Cosby	0.4%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Dog & Gun Lane, Whetstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, High Street, Fleckney	0.7%	7	0.0%	0	0.0%	0	1.2%	0	10.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Lutterworth Road, Whetstone	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Countesthorpe	0.6%	6	0.0%	0	0.0%	0	0.0%	0	9.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Johns Court, Blaby	0.8%	9	0.0%	0	2.7%	1	2.7%	1	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Co Op - Foodstore, High Street, Kibworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	4	0.0%	0	0.0%	0	0.0%	0

Weighted:

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Co Op - Foodstore, Main Street, Great Glen	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Houghton On The Hill	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	5	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Scraptoft	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1
Co Op - Foodstore, Station Road, Leicester	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	5	0.0%	0	0.0%	0	5.7%	3
Local shops, Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kibworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Queniborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Scraptoft	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Tilton on the Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Aldi, St Georges Retail Park, St Georges Way, Leicester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.2%	1	0.0%	0	2.1%	1
Co Op - Foodstore, Kemble Square, Leicester	0.7%	7	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Iceland, Belgrave Gate, Leicester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
K P Supermarket, Melbourne Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Leicester City Centre	7.7%	82	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	23.2%	15	7.0%	3	4.3%	2
M&S Foodhall, Gallowtree Gate, Leicester	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	0	2.1%	1
Sainsburys Local, Granby Street, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Humberstone Gate, Leicester	1.0%	11	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	1.9%	1
Tesco Express, Belgrave Gate, Leicester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Express, Granby Street, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Tesco Express, Welford Place, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co Op - Foodstore, Evington Road, Leicester	0.4%	4	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.4%	3	0.0%	0
Sainsburys Local, London Road, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	2	0.0%	0	0.0%	0
Sainsburys Local, Queens Road, Leicester	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Tesco Metro, Ethel Road, Leicester	0.8%	8	0.0%	0	10.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.6%	4	0.0%	0
Zone 7																		
Co Op - Foodstore, Rowlatts Hill Road, Leicester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	5	1.9%	1
Co Op - Foodstore, Uppingham Road, Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Iceland, Uppingham Road, Leicester	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	7.3%	3	3.0%	2
Local shops, Highfields	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	8	0.0%	0	0.0%	0
Pak Foods, Uppingham Road, Leicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	5	0.0%	0
Zone 8																		
Co Op - Foodstore, Downing Drive, Leicester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	9.0%	5
Co Op - Foodstore, Main Street, Evington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	5.6%	3
Evington Village	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7	1.4%	1	2.1%	1
Hamilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Humberstone Village	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	6.7%	4
Sainsburys Local, Sandhills Avenue, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, Maidenwell Avenue, Hamilton	2.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.9%	1	12.9%	6	12.3%	7
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	1.5%	15	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lidl, Gipsy Lane, Leicester	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.9%	1
Lidl, Loughborough Road, Leicester	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

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Local shops, Rushey Mead	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Melton Road, Thurmaston	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0	3.2%	2
Tesco Express, Humberstone Lane, Leicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melton Road, Leicester	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Barley Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	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
Belgrave Boulevard	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
Iceland, Fletcher Mall, Leicester	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
Local shops, Mowmacre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bradgate Mall, Leicester	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	1	1.6%	1
Zone 11																		
Aldi, Aylestone Road, Leicester	0.9%	9	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Aberdale Road, Leicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co Op - Foodstore, Aylestone Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Clarendon Park Road, Leicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Co Op - Foodstore, Hillsborough Road, Glen Parva	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Unit Sturdee Road, Leicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Iceland, Saffron Lane, Leicester	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
Local shops, Aylestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stoneygate	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1
Tesco Express, Aberdale Road, Leicester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lutterworth Road, Aylestone	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Saffron Lane, Leicester	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Aldi, Woodgate, Leicester	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Asda, Narborough Road South, Braunstone	0.9%	9	0.0%	0	0.0%	0	10.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Aikman Avenue, Leicester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Co Op - Foodstore, Fosse Road North, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Groby Road, Leicester	0.5%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co Op - Foodstore, Hallam Crescent East, Leicester	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
Co Op - Foodstore, Narborough Road, Leicester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Sharmon Crescent, Braunstone Frith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Turnbull Drive, Leicester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Narborough Road, Leicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Westcotes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 9 Counting House Road, Leicester	1.3%	14	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1
Sainsburys Local, Narborough Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Express (Esso), Fosse Road North, Leicester	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
Tesco Express, Hinckley Road, Leicester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Boulevard, Leicester																		
Tesco, Narborough Road	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Narborough Road, Leicester																		
Zone 13																		
Aldi, Bull Head Street, Wigston	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby	2.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	11.5%	5	1.1%	1
Co Op - Foodstore, Bell Street, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Blaby Road, Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Launceston Road, Wigston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, The Parade, Oadby	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
Iceland, Bell Street, Wigston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oadby	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
Local shops, Wigston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, The Parade, Oadby	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Sainsburys Local, Leicester Road, Wigston	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shire Court, Gloucester Crescent, Wigston	1.2%	13	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Bell Street, Wigston	1.0%	11	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Glen Road, Oadby	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.6%	0	0.0%	0	0.0%	0
Tesco, Blaby Road, Wigston	1.9%	20	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Oadby	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.9%	1	1.0%	0	0.0%	0
Zone 14																		
Aldi, Melton Road, Syston	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.1%	1
Asda, Barkby Thorpe Lane, Thurmaston	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.0%	0	14.2%	8
Budgens, Granite Way, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Cropston Road, Anstey	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co Op - Foodstore, High Street, Barrow Upon Soar	2.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Loughborough Road, Rothley	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Rothley Road, Mountsorrel	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Town Square, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Wanlip Lane, Birstall	0.8%	9	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Barrow upon Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birstall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Quorn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rothley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sibleby	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Syston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves	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
M&S Simply Food, Thurmaston Shopping Centre, Barkby Thorpe Lane, Leicester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Express, Sibson Road, Birstall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Melton Road, Syston	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	7	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Budgens, Laundon Way, Groby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Leicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Road, Groby																		
Co Op - Foodstore, Station Road, Glenfield	0.6%	7	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Station Road, Ratby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Groby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kirby Muxloe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dominion Road, Kirby Frith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Aldi, Meridian Way, Leicester	1.2%	12	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Cross Street, Enderby	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Hinckley Road, Leicester Forest East	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Mill Lane, Enderby	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
Co Op - Foodstore, Station Road, Narborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enderby	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
Leicester Forest East Services, M1	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
M&S Foodhall, Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.5%	5	1.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Hinckley Road, Leicester Forest East	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Grove Farm Triangle, Enderby	1.1%	12	0.0%	0	1.7%	1	2.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Unit 1, Copt Oak Court, Narborough	0.8%	9	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Aldi, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	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
Tesco, The Rushes, Loughborough	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
Outside Study Area: Coventry																		
Asda, Brade Drive, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alvis Retail Park, Holyhead Road, Coventry	0.1%	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
Morrisons, Skipworth Road, Binley	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Austin Drive, Coventry	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Olivier Way Cross Point Business Park, Hinckley Road, Coventry	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clifford Bridge Road, Walsgrave	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Aldi, Springfield Street, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, George Street, Lutterworth	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	0.4%	4	0.0%	0	0.0%	0	18.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Square, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	0.1%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Morrisons, Rutland Street, Melton Mowbray Outside Study Area: North West Leicestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dents Road, Ashby-de-la-Zouch Outside Study Area: Nuneaton & Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	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
Sainsburys, Vicarage Street, Nuneaton Outside Study Area: Other LA	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Outside Study Area: Rugby	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.9%	1	1.4%	1	0.0%	0
Asda, Chapel Street, Rugby Outside Study Area: Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1061	87	31	23	64	39	65	47	57									
Sample:	1029	71	61	68	70	59	62	47	63									

Mean Score - Per week

Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?

Those who do top up food shopping at Q12

Daily	8.1%	89	7.5%	7	4.9%	2	7.0%	2	14.3%	9	27.8%	11	5.4%	4	8.6%	4	5.9%	4
At least two times a week	40.1%	443	46.4%	42	44.3%	14	35.9%	9	49.6%	33	36.9%	15	45.3%	30	38.1%	19	26.5%	16
At least once a week	35.0%	386	37.4%	34	31.8%	10	44.5%	11	22.7%	15	21.9%	9	28.9%	19	39.1%	19	56.1%	33
At least once a fortnight	6.6%	73	2.4%	2	5.0%	2	5.4%	1	8.3%	5	8.1%	3	0.6%	0	3.5%	2	5.9%	4
At least once a month	2.5%	27	0.8%	1	0.0%	0	5.4%	1	3.1%	2	1.7%	1	3.2%	2	1.8%	1	0.0%	0
At least every two months	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	7.3%	80	4.8%	4	12.4%	4	1.8%	0	2.0%	1	3.5%	1	15.8%	11	8.9%	4	5.6%	3
Mean:	1.90	1.93	1.80	1.73	2.32	3.06	1.88	1.95	1.63									
Weighted base:	1103	91	33	25	66	40	66	49	59									
Sample:	1083	73	66	71	73	62	65	51	66									

Q15 How much on average does your household normally spend on top up shopping in a week?

Those who do top up food shopping at Q12

£1-£5	14.8%	163	12.4%	11	23.4%	8	8.4%	2	6.9%	5	17.8%	7	15.6%	10	18.2%	9	12.2%	7
£6-£10	26.4%	292	17.9%	16	16.2%	5	16.9%	4	26.3%	17	19.1%	8	21.9%	15	38.1%	19	16.8%	10
£11-£20	27.7%	305	26.0%	24	19.5%	6	30.0%	8	30.4%	20	15.8%	6	28.2%	19	15.7%	8	36.8%	22
£21-£30	11.1%	122	25.1%	23	12.1%	4	11.2%	3	12.9%	8	12.6%	5	10.4%	7	8.0%	4	1.8%	1
£31-£40	3.3%	37	3.8%	3	9.0%	3	13.6%	3	8.1%	5	15.6%	6	0.8%	1	3.5%	2	2.0%	1
£41-£50	2.1%	23	2.8%	3	0.9%	0	0.7%	0	1.6%	1	0.0%	0	6.5%	4	0.0%	0	2.0%	1
£51-£75	1.1%	12	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
£76-£100	0.7%	8	2.8%	3	0.0%	0	3.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£101+	0.4%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	2	1.7%	1	0.0%	0	1.8%	1	0.0%	0
(Don't know / varies)	10.8%	119	9.3%	8	14.9%	5	12.1%	3	6.4%	4	15.7%	6	14.9%	10	13.3%	7	22.7%	13
(Refused)	1.7%	18	0.0%	0	2.5%	1	3.9%	1	2.6%	2	1.7%	1	0.0%	0	1.4%	1	4.1%	2
Mean:	17.76	20.63	18.03	22.22	26.41	21.06	17.81	18.68	17.25									
Weighted base:	1103	91	33	25	66	40	66	49	59									
Sample:	1083	73	66	71	73	62	65	51	66									

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q16 Where did you last go to buy clothing or footwear goods?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	1.3%	16	10.5%	11	7.3%	3	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cosby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	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
Highcross, Leicester	3.7%	48	0.0%	0	1.8%	1	0.0%	0	3.9%	3	3.3%	2	4.5%	4	5.4%	4	1.6%	1
Leicester City Centre	44.6%	570	27.9%	29	32.0%	13	13.3%	4	26.0%	20	49.1%	23	84.2%	84	67.9%	48	69.9%	47
St Georges Retail Park, Leicester	0.3%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamilton	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	2	2.2%	2
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Thurmaston	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	1	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	2.5%	32	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.4%	2
Beaumont Shopping Centre, Leicester	1.7%	22	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Asda, Leicester Road, Oadby	1.0%	12	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	0.5%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.8%	0	1.4%	1	1.2%	1	0.9%	1
Sainsbury's, Bell Street, Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Glen Road, Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Blaby Road, Wigston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston	0.6%	7	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Zone 14																		
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	2.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0	1.3%	1	3.0%	2
Zone 15																		
Glenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park South, Leicester	1.5%	19	0.0%	0	2.8%	1	6.5%	2	2.7%	2	0.8%	0	0.0%	0	3.4%	2	5.0%	3
Fosse Shopping Park, Leicester	23.6%	302	25.0%	26	44.1%	18	56.9%	18	43.6%	34	15.8%	7	5.8%	6	2.6%	2	6.1%	4
Grove Farm Triangle, Leicester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	1.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rushes Shopping Centre, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point, Coventry	0.3%	4	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skydome, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Coventry	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.9%	11	0.0%	0	0.7%	0	0.0%	0	2.2%	2	11.2%	5	0.0%	0	0.6%	0	1.8%	1
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	1.3%	17	15.8%	16	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.1%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Birmingham	0.6%	8	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	8.3%	6	0.0%	0
Central London	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.8%	2	0.0%	0	1.3%	1	0.9%	1
Coventry	0.5%	7	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, South Normanton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Nottingham	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.9%	38	4.2%	4	1.1%	0	5.8%	2	1.4%	1	1.5%	1	0.0%	0	0.6%	0	0.9%	1
Peterborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Centre, Rugby																		
Rugby	0.2%	3	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Nursery & Garden Centre, Ashby Road, Stapleton	0.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.7%	9	1.4%	1	0.0%	0	4.3%	1	0.0%	0	0.8%	0	0.0%	0	1.6%	1	1.8%	1
Weighted base:	1280		104		40		31		78		46		99		70		68	
Sample:	1233		84		74		88		85		74		79		69		78	

Mean Score - Per year

Q16A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)?

Those who do clothes and shoes shopping at Q16

Daily	0.2%	3	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	2
At least once a week	5.3%	68	3.1%	3	4.7%	2	10.4%	3	0.8%	1	2.2%	1	8.5%	8	6.9%	5	3.9%	3
At least once a fortnight	7.4%	95	5.5%	6	4.3%	2	5.3%	2	8.1%	6	12.3%	6	12.1%	12	16.2%	11	13.9%	9
At least once a month	25.1%	319	32.1%	33	18.0%	7	37.3%	11	18.6%	15	25.7%	12	24.1%	24	16.9%	12	18.0%	12
At least every two months	15.1%	193	15.3%	16	25.5%	10	10.3%	3	18.9%	15	7.6%	3	13.0%	13	8.5%	6	6.8%	5
At least every 3 months	12.9%	165	16.7%	17	5.3%	2	11.6%	3	14.7%	11	26.2%	12	7.7%	8	5.8%	4	13.6%	9
At least every 6 months	11.2%	143	7.0%	7	10.4%	4	12.8%	4	11.7%	9	11.8%	5	7.3%	7	12.0%	8	23.6%	16
Less often than once every 6 months	7.5%	95	7.4%	8	18.9%	8	3.6%	1	7.2%	6	5.4%	2	5.9%	6	9.9%	7	2.6%	2
Have only visited once (Don't know / varies)	1.5%	19	0.7%	1	0.7%	0	1.8%	1	3.0%	2	0.8%	0	0.4%	0	0.0%	0	0.9%	1
	13.1%	167	12.1%	12	9.3%	4	6.8%	2	16.1%	13	6.8%	3	21.1%	21	23.7%	16	14.2%	9
<i>Mean:</i>		12.36		9.77		15.48		13.47		11.52		11.16		14.56		13.89		13.57
Weighted base:	1273		103		40		30		78		46		99		69		67	
Sample:	1222		82		75		85		85		73		79		67		76	

Q17 How do you normally travel to (LOCATION MENTIONED AT Q16)?

Those who do clothes and shoes shopping at Q16

Car / van (as driver)	65.5%	834	82.6%	85	77.1%	31	85.6%	25	78.7%	61	75.0%	34	43.2%	43	49.7%	34	37.5%	25
Car / van (as passenger)	8.8%	112	9.4%	10	10.4%	4	3.6%	1	4.7%	4	13.9%	6	3.2%	3	8.5%	6	7.3%	5
Bus, minibus or coach	16.4%	208	6.6%	7	9.3%	4	7.9%	2	7.2%	6	6.2%	3	23.4%	23	35.3%	24	51.3%	34
Motorcycle, scooter or moped	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.0%	77	0.7%	1	0.0%	0	0.0%	0	4.2%	3	0.0%	0	26.7%	27	3.3%	2	1.6%	1
Taxi	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.6%	0	0.0%	0
Train	1.3%	16	0.0%	0	1.3%	1	0.0%	0	1.1%	1	4.9%	2	0.0%	0	2.5%	2	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mobility scooter / disability vehicle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	1	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	0.5%	6	0.0%	0	1.8%	1	2.3%	1	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	9	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Weighted base:	1273		103		40		30		78		46		99		69		67	
Sample:	1222		82		75		85		85		73		79		67		76	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?																		
<i>Those who do clothes and shoes shopping at Q16</i>																		
Yes – food shopping	6.8%	87	10.6%	11	18.4%	7	8.4%	2	11.7%	9	1.5%	1	3.3%	3	6.8%	5	2.6%	2
Yes – non-food shopping	11.1%	142	6.1%	6	3.5%	1	18.1%	5	12.1%	9	8.9%	4	15.4%	15	2.6%	2	10.4%	7
Yes – visiting services such as banks and other financial institutions	1.1%	14	0.0%	0	2.9%	1	1.8%	1	0.8%	1	1.4%	1	0.4%	0	1.0%	1	7.7%	5
Yes – leisure activity	3.0%	38	4.9%	5	9.8%	4	3.4%	1	1.6%	1	1.5%	1	0.7%	1	1.3%	1	0.9%	1
Yes – travelling to/from work	2.4%	30	3.3%	3	1.3%	1	0.9%	0	4.5%	3	4.1%	2	0.0%	0	1.2%	1	3.3%	2
Yes – travelling to/from school/college/university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	9.8%	124	8.4%	9	17.3%	7	10.1%	3	7.8%	6	23.0%	10	11.1%	11	8.8%	6	9.1%	6
Yes – visiting family/friends	2.5%	32	0.0%	0	2.5%	1	5.7%	2	2.5%	2	0.8%	0	0.0%	0	0.0%	0	3.9%	3
Yes – visiting health service such as doctor, dentist, hospital	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes – visiting other service such as laundrette, hairdresser, recycling	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	3.7%	3	1.8%	1
Yes – getting petrol	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Yes – visiting family / friends	1.8%	23	4.0%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.4%	0	3.0%	2	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	56.6%	720	62.1%	64	42.3%	17	44.7%	13	45.1%	35	51.1%	23	58.9%	58	67.4%	47	56.8%	38
Window shopping / browsing	0.3%	3	0.0%	0	0.0%	0	1.1%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.9%	49	0.5%	0	2.0%	1	3.5%	1	9.7%	8	7.6%	3	9.8%	10	1.8%	1	2.6%	2
Weighted base:	1273	103	40	30	78	46	99	69	67									
Sample:	1222	82	75	85	85	73	79	67	76									

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q19 Where did you last go to buy Books, CDs, DVDs?									
<i>Excl. DK, Internet, Markets</i>									
Zone 1									
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinkley	5.3%	24	42.5%	19	25.3%	4	7.5%	1	0.0%
Zone 2									
Croft	1.1%	5	11.6%	5	0.0%	0	0.0%	0	0.0%
Huncote	0.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%
Zone 3									
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4									
Blaby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	10.4%
Countesthorpe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Whetstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5									
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kibworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%
Zone 6									
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highcross, Leicester	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	47.2%	211	16.5%	7	28.6%	5	26.6%	2	14.4%
St Georges Retail Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7									
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Evington Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Hamilton	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Humberstone Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%
Zone 9									
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rushey Mead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10									
Abbey Retail Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys	3.5%	16	0.0%	0	3.2%	1	0.0%	0	0.0%
Beaumont Shopping Centre, Leicester	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11									
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 12									
Asda, Narborough Road South, Braunstone	0.7%	3	0.0%	0	0.0%	0	0.0%	0	5.9%
Braunstone	0.2%	1	0.0%	0	6.8%	1	0.0%	0	0.0%
Zone 13									
Asda, Leicester Road, Oadby	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.0%
Oadby	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Bell Street, Wigston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Glen Road, Oadby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	7.4%
Tesco, Blaby Road, Wigston	1.7%	8	0.0%	0	0.0%	0	0.0%	0	6.5%
Wigston	1.3%	6	0.0%	0	0.0%	0	4.1%	0	5.5%
Zone 14									
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Barkby Thorpe Lane, Thurmaston	0.8%	3	0.0%	0	1.8%	0	0.0%	0	0.0%
Rothley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sileby	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Leicester	2.0%	9	0.0%	0	0.0%	0	0.0%	0	4.3%
Zone 15									
Glenfield	0.1%	0	1.1%	0	0.0%	0	0.0%	0	0.0%
Zone 16									
Enderby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park South, Leicester	0.5%	2	0.0%	0	0.0%	0	2.3%	0	2.0%
Fosse Shopping Park,	11.5%	52	1.6%	1	21.4%	3	41.7%	3	32.0%

Column %ges.

Weighted:

October 2014

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Leicester																		
Grove Farm Triangle, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meridian Leisure Park, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	3.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.1%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	1.8%	8	0.0%	0	0.0%	0	2.3%	0	4.9%	1	22.7%	5	0.0%	0	0.0%	0	3.9%	1
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleton	0.2%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	2.1%	9	19.4%	8	3.2%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.4%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Birmingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	2	1.1%	0	2.7%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Nursery & Garden Centre, Ashby Road, Stapleton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Other																		
Abroad	0.7%	3	0.0%	0	1.8%	0	0.0%	0	7.5%	2	2.6%	1	0.0%	0	3.7%	1	0.0%	0
Weighted base:	447	44	16	8	22	21	30	18	31									
Sample:	469	33	31	26	30	30	25	22	34									

Mean Score - Per year**Q19A How often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q19)?***Those who shop for Books, Cd's and DVD's at Q19*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	7.2%	32	10.3%	5	0.0%	0	0.0%	0	6.9%	1	0.0%	0	1.2%	0	7.1%	1	0.0%	0
At least once a fortnight	5.8%	26	20.1%	9	1.8%	0	4.5%	0	13.8%	3	3.5%	1	2.5%	1	6.3%	1	3.8%	1
At least once a month	19.1%	85	2.7%	1	36.0%	6	12.8%	1	14.8%	3	26.4%	5	23.8%	7	25.6%	5	18.7%	6
At least every two months	6.4%	29	1.6%	1	5.5%	1	2.3%	0	5.2%	1	1.7%	0	0.0%	0	0.0%	0	27.5%	9
At least every 3 months	14.1%	63	1.1%	0	14.8%	2	19.6%	2	20.5%	4	27.9%	6	2.5%	1	8.4%	1	13.0%	4
At least every 6 months	15.7%	70	29.4%	13	5.1%	1	22.6%	2	22.1%	5	9.6%	2	6.0%	2	16.2%	3	18.7%	6
Less often than once every 6 months	15.4%	69	22.9%	10	17.8%	3	20.3%	2	5.2%	1	7.9%	2	27.9%	8	12.6%	2	5.4%	2
Have only visited once (Don't know / varies)	1.7%	8	6.9%	3	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.5%	0	0.0%	0
	13.9%	62	4.9%	2	18.9%	3	18.0%	1	8.3%	2	21.2%	4	36.3%	11	21.3%	4	13.0%	4
<i>Mean:</i>	<i>11.00</i>	<i>12.11</i>	<i>7.35</i>	<i>5.12</i>	<i>11.26</i>	<i>9.28</i>	<i>7.19</i>	<i>11.52</i>	<i>6.61</i>									
Weighted base:	447	44	16	8	21	20	30	18	32									
Sample:	469	33	30	26	30	29	25	21	35									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	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
Hinkley	4.2%	34	39.6%	26	23.0%	6	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	1.8%	15	0.0%	0	0.0%	0	1.6%	0	1.5%	1	5.3%	1	1.3%	1	0.0%	0	4.1%	1
Leicester City Centre	29.4%	238	13.2%	9	11.9%	3	24.4%	5	16.3%	7	50.3%	13	53.8%	22	64.8%	29	42.5%	11
St Georges Retail Park, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Wickes, St Georges Retail Park, St Georges Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Hamilton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	1	4.7%	2	4.5%	1
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Thurmaston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.6%	5	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	2.2%	18	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Beaumont Shopping Centre, Leicester	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Boulevard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Off Welford Road, Leicester	1.4%	11	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.9%	0	1.8%	1	0.0%	0
Morrisons, Counting House Road, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Zone 13																		
Asda, Leicester Road, Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	1.6%	13	0.0%	0	0.0%	0	0.0%	0	5.4%	2	5.1%	1	0.0%	0	1.0%	0	6.4%	2
Wigston	2.2%	18	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Zone 14																		
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	8.8%	71	1.1%	1	0.0%	0	0.0%	0	8.7%	4	13.4%	4	0.0%	0	4.7%	2	12.0%	3
Zone 15																		
Glenfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Ratby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park South, Leicester	2.6%	21	3.9%	3	1.2%	0	11.3%	2	4.4%	2	0.0%	0	1.3%	1	1.5%	1	0.0%	0
Fosse Shopping Park, Leicester	18.6%	151	18.2%	12	32.1%	8	25.4%	5	30.1%	13	8.1%	2	5.9%	2	9.2%	4	15.0%	4

Weighted:

October 2014

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Grove Farm Triangle, Leicester	0.9%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meridian Leisure Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foleshill Road Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skydome, Coventry	0.4%	3	0.0%	0	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Courthouse Green, Austin Drive, Coventry	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	1.1%	9	0.0%	0	0.0%	0	0.0%	0	5.7%	2	1.3%	0	0.0%	0	1.8%	1	0.0%	0
Homebase, Springfield Street, Market Harborough	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	1.4%	11	8.8%	6	2.9%	1	2.9%	1	0.0%	0	0.0%	0	9.4%	4	0.0%	0	0.0%	0
Outside study area: Other LA																		
Birmingham	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
Cardinal Point Retail Park, Tamworth	0.2%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	1.3%	11	1.8%	1	0.0%	0	1.7%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, South Normanton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea	5.6%	46	1.1%	1	0.0%	0	2.9%	1	3.9%	2	2.4%	1	10.7%	4	1.5%	1	5.7%	2

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Way, Giltbrook																		
Ikea, Croft Road, Coventry	1.5%	12	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	0.1%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	1.3%	11	2.8%	2	3.9%	1	1.3%	0	0.0%	0	0.0%	0	1.5%	0	1.5%	1	2.3%	1
Other	0.8%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	4	0.0%	0	0.0%	0
Solihull	0.2%	1	1.5%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliotts Field Shopping Park, Rugby	0.2%	2	0.0%	0	0.0%	0	4.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction One Retail Park, Rugby	0.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.2%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Nursery & Garden Centre, Ashby Road, Stapleton	0.2%	1	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Weighted base:		809		66		25		21		42		26		42		44		27
Sample:		723		50		46		51		52		42		37		39		32

Mean Score - Per year

Q20A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q20)?

Those who shop for small household items at Q20

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.7%	6	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
At least once a week	2.0%	16	0.0%	0	1.2%	0	4.2%	1	4.1%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0
At least once a fortnight	2.3%	19	2.8%	2	4.5%	1	9.2%	2	0.0%	0	0.0%	0	9.4%	4	4.1%	2	2.4%	1
At least once a month	10.3%	83	4.2%	3	6.9%	2	10.7%	2	6.4%	3	17.8%	5	6.3%	3	22.0%	10	13.8%	4
At least every two months	8.5%	69	5.0%	3	1.8%	0	7.5%	2	12.1%	5	10.1%	3	4.4%	2	0.0%	0	2.4%	1
At least every 3 months	12.0%	97	20.5%	14	18.2%	4	7.9%	2	17.1%	7	6.8%	2	0.0%	0	4.9%	2	16.4%	4
At least every 6 months	18.3%	148	31.6%	21	9.8%	2	15.1%	3	19.6%	8	12.8%	3	21.5%	9	13.1%	6	13.7%	4
Less often than once every 6 months	27.7%	224	22.9%	15	23.3%	6	25.8%	6	27.1%	11	31.0%	8	29.7%	12	34.4%	15	26.3%	7
Have only visited once (Don't know / varies)	2.2%	17	3.3%	2	14.6%	4	2.9%	1	4.9%	2	0.0%	0	6.3%	3	1.0%	0	9.4%	2
	16.0%	129	9.8%	6	18.7%	5	16.8%	4	8.7%	4	21.5%	6	22.2%	9	19.5%	9	11.4%	3
<i>Mean:</i>		6.17		3.51		6.24		8.40		5.45		4.56		5.20		6.15		9.09
Weighted base:		808		66		25		21		42		26		42		44		26
Sample:		721		50		46		51		52		42		37		39		31

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q21 Where did you last go to buy goods such as toys, games, bicycles and recreational goods?									
<i>Excl. DK, Internet, Markets</i>									
Zone 1									
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinkley	5.6%	30	55.9%	25	21.4%	4	4.9%	1	0.0%
Zone 2									
Croft	0.1%	1	0.0%	0	0.0%	0	6.7%	1	0.0%
Zone 3									
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4									
Blaby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Zone 5									
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6									
Haymarket Shopping Centre, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Highcross, Leicester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.4%
Leicester City Centre	29.3%	155	17.5%	8	20.9%	4	10.2%	1	24.9%
St George's Central, Leicester	3.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%
St Georges Retail Park, Leicester	19.5%	103	0.0%	0	21.4%	4	9.8%	1	9.3%
Wickes, St Georges Retail Park, St Georges Way, Leicester	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7									
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Evington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hamilton	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9									
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Melton Road, Thurmaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10									
Abbey Retail Park, Leicester	1.5%	8	0.0%	0	0.0%	0	3.2%	0	0.0%
Beaumont Leys	3.2%	17	0.0%	0	5.5%	1	0.0%	0	0.0%
Beaumont Shopping Centre, Leicester	3.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11									
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 12									
Asda, Narborough Road South, Braunstone	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Braunstone	0.2%	1	0.0%	0	5.5%	1	0.0%	0	0.0%
Freemans Park, Leicester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Putney Road, Off Welford Road, Leicester	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.6%
Zone 13									
Asda, Leicester Road, Oadby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Bell Street, Wigston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Glen Road, Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Wigston	0.8%	4	0.0%	0	0.0%	0	0.0%	0	8.8%
Zone 14									
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Barkby Thorpe Lane, Thurmaston	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%
Mountsorrel	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston	0.4%	2	0.0%	0	0.0%	0	6.7%	2	3.6%
Thurmaston Shopping Centre, Leicester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	8.9%
Zone 15									
Glenfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 16									

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Enderby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park South, Leicester	3.6%	19	0.0%	0	0.0%	0	18.5%	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	11.7%	62	9.4%	4	13.1%	3	33.6%	4	39.8%	10	17.1%	2	1.1%	1	16.5%	6	0.0%	0
Grove Farm Triangle, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meridian Leisure Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	5.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.0%	1
Willowbrook Retail Park, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.4%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point, Coventry	0.9%	5	9.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.4%	2	4.1%	2	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibstock	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.1%	1	1.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
Coventry	0.3%	1	0.0%	0	4.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	5	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.0%	1
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rugby	0.2%	1	0.0%	0	0.0%	0	5.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Rutland																		
Oakham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.0%	1
Rutland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	531	44	20	11	25	10	51	35	20									
Sample:	426	29	33	25	30	17	30	30	18									

Mean Score - Per year

Q21A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q21)?

Those who shop for toys, games and recreational goods at Q21

Daily	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
At least two times a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.4%	8	0.0%	0	0.0%	0	6.7%	1	4.4%	1	7.1%	1	0.0%	0	5.1%	2	0.0%	0
At least once a fortnight	2.7%	14	2.7%	1	2.6%	1	3.5%	0	5.3%	1	0.0%	0	7.8%	4	0.0%	0	0.0%	0
At least once a month	8.4%	45	17.2%	8	11.9%	2	5.8%	1	0.0%	0	19.0%	2	5.6%	3	9.7%	3	5.4%	1
At least every two months	10.6%	56	16.7%	7	0.0%	0	25.2%	3	13.3%	3	0.0%	0	18.4%	9	14.8%	5	0.0%	0
At least every 3 months	13.8%	73	15.1%	7	12.1%	2	0.0%	0	10.5%	3	17.2%	2	16.3%	8	6.8%	2	7.5%	2
At least every 6 months	21.6%	115	15.9%	7	51.3%	10	19.7%	2	36.0%	9	18.9%	2	15.8%	8	16.0%	6	57.6%	12
Less often than once every 6 months	26.1%	139	11.0%	5	14.9%	3	32.8%	3	30.5%	7	8.9%	1	19.5%	10	10.0%	4	24.9%	5
Have only visited once	2.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	1.3%	1	29.5%	10	4.5%	1
(Don't know / varies)	12.1%	64	21.4%	9	7.2%	1	6.3%	1	0.0%	0	23.6%	2	15.4%	8	6.8%	2	0.0%	0
<i>Mean:</i>	<i>5.46</i>	<i>6.05</i>	<i>4.00</i>	<i>7.73</i>	<i>5.78</i>	<i>9.36</i>	<i>5.68</i>	<i>10.95</i>	<i>2.38</i>									
Weighted base:	532	44	20	11	25	10	51	35	20									
Sample:	427	29	33	25	30	17	30	30	18									

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22 Where did you last go to buy chemist goods (including health and beauty products)?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.1%	1	0.6%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Burbage	0.3%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	7.4%	98	71.7%	88	20.4%	8	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sapcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton	0.7%	10	7.7%	9	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Britannia Centre, Hinckley	0.1%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desford	0.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	0.4%	5	0.0%	0	14.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbold Verdon	0.2%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.5%	7	0.0%	0	0.0%	0	21.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	1.0%	14	0.0%	0	0.0%	0	1.0%	0	15.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.3%	3	0.0%	0	0.8%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Bushby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0
East Goscote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Great Glen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Houghton-on-the-Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	0.9%	13	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	1	0.0%	0
Leicester City Centre	31.1%	416	4.2%	5	12.0%	5	4.9%	2	11.2%	8	34.8%	16	82.9%	73	61.3%	48	39.0%	27
St Georges Retail Park, Leicester	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.9%	1	0.9%	1
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	13.7%	11	7.8%	5
Hamilton	2.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	10.5%	8	15.1%	10
Humberstone Village	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.4%	4	0.6%	0	4.3%	3
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushey Mead	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Thurmaston	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
Zone 10																		
Abbey Retail Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	2.9%	39	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1
Beaumont Lodge	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Beaumont Shopping Centre, Leicester	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Boulevard	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mowmacre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyres Monsell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Knighton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunstone	0.9%	12	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freemans Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Counting House Road, Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Narborough Road North Retail Park, Leicester	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
Zone 13																		
Asda, Leicester Road, Oadby	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.8%	1	0.9%	1	0.9%	1
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	4.4%	59	0.0%	0	0.0%	0	0.0%	0	4.2%	3	3.6%	2	0.6%	1	5.8%	5	11.1%	8
Sainsbury's, Glen Road, Oadby	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Blaby Road, Wigston	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
Wigston	3.7%	49	0.0%	0	0.0%	0	2.0%	1	18.5%	13	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Anstey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Barkby Thorpe Lane, Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow-upon-Soar	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
Birstall	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
Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Thurmaston Garden & Floristry Centre, Melton Road, Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	4.5%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	5	0.0%	0	0.0%	0	12.4%	8
Zone 15																		
Glenfield	0.9%	13	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groby	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby Muxloe	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
Ratby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.3%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park South, Leicester	0.3%	4	0.0%	0	0.0%	0	3.1%	1	0.9%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Fosse Shopping Park, Leicester	14.5%	194	5.4%	7	28.9%	11	27.2%	9	26.1%	18	4.9%	2	4.4%	4	0.0%	0	3.4%	2
Grove Farm Triangle, Leicester	0.9%	13	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Forest East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough	0.6%	9	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	2.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
The Rushes Shopping Centre, Loughborough	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Coventry	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.5%	7	0.0%	0	0.8%	0	17.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.7%	9	0.0%	0	0.0%	0	1.0%	0	3.6%	2	10.5%	5	0.0%	0	0.0%	0	0.9%	1
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.4%	5	3.8%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
Central London	0.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.2%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Solihull	0.1%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliotts Field Shopping Park, Rugby	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.3%	3	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1337		122		38		33		70		47		89		78		68	
Sample:	1305		94		80		94		79		76		70		79		77	

Mean Score - Per year

Q22A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q22)?

Those who shop for chemist goods at Q22

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.9%	13	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.1%	1	0.6%	1	2.3%	2	0.0%	0
At least once a week	13.5%	181	12.3%	15	8.8%	3	19.3%	6	7.7%	5	14.3%	7	9.5%	8	22.4%	17	30.2%	21
At least once a fortnight	13.8%	184	9.0%	11	9.1%	4	21.7%	7	21.1%	15	19.3%	9	10.8%	10	4.5%	4	5.9%	4
At least once a month	35.0%	467	34.1%	42	42.5%	16	27.9%	9	22.3%	16	28.5%	13	34.7%	31	29.0%	23	26.9%	18
At least every two months	10.4%	139	12.6%	15	9.7%	4	9.1%	3	16.1%	11	7.9%	4	16.2%	14	7.0%	5	6.8%	5
At least every 3 months	6.1%	82	9.3%	11	6.5%	2	8.6%	3	7.2%	5	9.0%	4	7.7%	7	5.7%	4	6.1%	4
At least every 6 months	4.2%	56	1.8%	2	12.7%	5	3.2%	1	7.0%	5	3.3%	2	4.4%	4	1.4%	1	4.4%	3
Less often than once every 6 months	1.8%	24	1.9%	2	0.0%	0	3.0%	1	2.0%	1	0.0%	0	4.2%	4	1.7%	1	1.3%	1
Have only visited once (Don't know / varies)	0.2%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	13.9%	186	17.0%	21	9.9%	4	7.1%	2	16.4%	12	15.7%	7	11.7%	10	25.9%	20	18.4%	13
Mean:	19.31		16.64		15.24		21.10		15.78		21.99		15.62		26.05		25.86	
Weighted base:	1336		122		38		33		70		47		89		78		68	
Sample:	1304		94		80		94		79		76		70		79		77	

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burbage Hinkley	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Britannia Centre, Hinckley	2.7%	24	27.4%	20	14.0%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	0.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	2.5%	22	0.0%	0	1.1%	0	1.8%	0	1.1%	1	2.5%	1	0.0%	0	0.0%	0	4.3%	2
Leicester City Centre	25.3%	225	17.2%	13	13.8%	4	8.5%	2	17.3%	10	26.6%	9	55.4%	36	46.8%	18	30.2%	12
St George's Central, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.2%	0	0.0%	0
St Georges Retail Park, Leicester	7.5%	66	6.9%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	3	21.6%	14	27.7%	10	11.7%	5
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamilton	2.1%	18	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.0%	1	5.7%	4	5.7%	2	23.0%	9
Humberstone Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.5%	1
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	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
B&Q, Devonshire Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	2.5%	22	1.0%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Beaumont Lodge	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Shopping Centre, Leicester	3.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Boulevard	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glen Parva	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freemans Park, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Homebase, Putney Road, Off Welford Road, Leicester	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
Narborough Road North Retail Park, Leicester	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
Westcotes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Asda, Leicester Road, Oadby	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
B&Q, Bull Head Street, Wigston	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
Oadby	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.2%	1	5.9%	2
Tesco, Blaby Road, Wigston	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
Wigston	1.7%	15	0.0%	0	0.0%	0	1.0%	0	6.5%	4	3.5%	1	0.0%	0	0.0%	0	6.2%	2

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Zone 14																		
Anstey	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda, Barkby Thorpe Lane, Thurmaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Syston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.8%	7	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park South, Leicester	10.2%	91	12.1%	9	0.0%	0	21.0%	4	5.6%	3	6.3%	2	1.0%	1	8.5%	3	4.3%	2
Fosse Shopping Park, Leicester	25.7%	229	23.2%	17	52.4%	14	49.0%	9	56.6%	33	16.9%	6	6.3%	4	6.7%	3	8.2%	3
Grove Farm Triangle, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Forest East	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meridian Leisure Park, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Narborough	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	2.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Regent Place Retail Park, Loughborough	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willow Place & Corby Town Shopping, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ansty Road Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fletchamstead Highway - Homebase/Pets at Home, Coventry	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.4%	3	0.0%	0	0.0%	0	14.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	1	0.6%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton &																		

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Road Retail Park, Nuneaton	0.2%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.7%	6	7.8%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
Coventry	0.5%	4	0.0%	0	1.1%	0	0.0%	0	0.0%	0	10.6%	4	0.0%	0	0.0%	0	0.0%	0
Kettering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliotts Field Shopping Park, Rugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Rugby	1.2%	11	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	891	74	26	19	58	35	65	38	39									
Sample:	880	59	57	55	61	55	51	43	50									

Mean Score - Per year**Q23A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q23)?***Those who shop for electrical items at Q23*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.7%	6	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.5%	1
At least every two months	1.6%	14	0.0%	0	1.1%	0	1.0%	0	0.0%	0	3.8%	1	1.7%	1	4.6%	2	0.0%	0
At least every 3 months	2.4%	22	0.0%	0	3.7%	1	10.5%	2	5.2%	3	7.8%	3	0.0%	0	2.4%	1	0.0%	0
At least every 6 months	11.7%	105	18.0%	13	6.1%	2	19.0%	4	19.7%	12	9.1%	3	1.0%	1	14.9%	6	12.0%	5
Less often than once every 6 months	55.8%	497	61.2%	45	35.4%	9	51.4%	10	62.5%	37	44.2%	16	61.8%	40	57.0%	21	57.7%	23
Have only visited once (Don't know / varies)	5.7%	51	11.5%	8	10.5%	3	0.0%	0	1.1%	1	0.0%	0	12.8%	8	6.9%	3	14.8%	6
	21.9%	195	9.4%	7	43.2%	11	16.3%	3	11.5%	7	35.0%	12	20.5%	13	14.3%	5	13.9%	5
<i>Mean:</i>	<i>1.46</i>	<i>1.14</i>	<i>1.31</i>	<i>1.90</i>	<i>1.39</i>	<i>1.80</i>	<i>1.34</i>	<i>1.48</i>	<i>1.25</i>									
Weighted base:	891	74	26	19	58	35	65	38	39									
Sample:	880	59	57	55	61	55	51	43	50									

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q24 Where did you last go to buy DIY or gardening goods?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	7.3%	79	63.7%	62	18.5%	7	23.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	1.5%	16	11.4%	11	4.7%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote	0.7%	8	5.2%	5	4.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote	0.2%	2	0.7%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Stoney Stanton	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Sword Drive, Hinckley	1.1%	12	7.1%	7	13.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.1%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers At Ullesthorpe, Lutterworth Road, Ullesthorpe	0.2%	2	0.5%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe	0.2%	2	0.5%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Countesthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glebe Garden Centre, Foston Road, Countesthorpe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Whetstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Coles Plant Centre, Uppingham Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Thurnby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Wistow	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.5%	1	0.0%	0	0.0%	0	3.0%	1
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	7.9%	84	0.0%	0	0.0%	0	1.2%	0	1.2%	1	6.8%	2	32.0%	20	24.1%	8	10.2%	4
St Georges Retail Park, Leicester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	4	0.0%	0	5.4%	2	1.5%	1
Wickes, St Georges Retail Park, St Georges Way, Leicester	1.7%	18	0.0%	0	0.7%	0	0.0%	0	0.9%	1	1.8%	1	17.2%	11	5.4%	2	2.7%	1
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.5%	1	8.7%	4
Hamilton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	4.2%	2
Humberstone Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	1.3%	14	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.3%	1	2.5%	1	0.0%	0
B&Q, Devonshire Road, Leicester	33.1%	355	0.0%	0	15.8%	6	8.6%	2	11.1%	8	17.1%	6	31.9%	20	19.2%	6	39.3%	16
Beaumont Leys	0.7%	8	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Shopping Centre, Leicester	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
Belgrave Boulevard	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.5%	1
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freemans Park, Leicester	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.1%	1	0.0%	0
Homebase, Putney Road, Off	6.0%	64	0.0%	0	0.0%	0	1.0%	0	9.3%	6	2.5%	1	12.4%	8	27.2%	9	1.5%	1

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Welford Road, Leicester																		
Zone 13																		
Asda, Leicester Road, Oadby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston	11.5%	124	0.0%	0	1.1%	0	22.8%	6	61.2%	42	10.2%	4	0.9%	1	0.0%	0	4.5%	2
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Wigston	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.5%	1	0.0%	0
	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	0	0.0%	0	0.0%	0	2.3%	1
Zone 14																		
Anstey	0.7%	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
Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Garden Centre, Sibson Road, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goscote Nurseries, Syston Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Leicester Rowena Garden Centre, Loughborough Road, Rothley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Mountsorrel	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
Rothley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Syston	0.9%	10	0.0%	0	7.9%	3	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.0%	1
Thurmaston Shopping Centre, Leicester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.8%	8	0.0%	0	5.5%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Fosse Shopping Park, Leicester	0.5%	5	0.0%	0	1.1%	0	1.2%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Grove Farm Triangle, Leicester	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
Narborough	1.0%	10	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Palmers Garden Centre, Saint Johns, Enderby, Leicester	1.3%	14	0.0%	0	6.4%	2	0.7%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.8%	8	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Alvis Retail Park, Holyhead Road, Coventry	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry	0.2%	2	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilltop Garden Centre Ltd, Shilton Lane, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.1%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.2%	3	0.0%	0	0.0%	0	1.2%	0	0.9%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Greenacres Direct, Scotland Road, Market Harborough	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Springfield Street, Market Harborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	5	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hinckley & Bosworth BC																		

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleton	0.2%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	6.5%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowbrook Park, Loughborough	0.7%	7	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Leicester Road, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
Cardinal Point Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliotts Field Shopping Park, Rugby	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.2%	2	0.0%	0	0.0%	0	3.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.5%	1
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Nursery & Garden Centre, Ashby Road, Stapleton	1.3%	13	4.4%	4	11.7%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1072		97		39		28		69		35		61		32		40	
Sample:	1031		79		71		76		79		62		49		39		52	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Mean Score - Per year																		
Q24A How often do you make shopping trips for DIY or gardening goods to (DESTINATION MENTIONED AT Q24)?																		
<i>Those who shop for DIY or gardening goods at Q24</i>																		
Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
At least once a week	2.1%	22	0.7%	1	11.9%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.1%	1	7.2%	3
At least once a fortnight	5.6%	60	9.5%	9	5.3%	2	3.6%	1	3.0%	2	3.8%	1	0.0%	0	2.1%	1	3.0%	1
At least once a month	11.0%	119	18.1%	18	15.4%	6	11.1%	3	11.5%	8	10.3%	4	9.3%	6	6.5%	2	12.9%	5
At least every two months	6.9%	74	8.5%	8	10.3%	4	6.8%	2	5.2%	4	6.1%	2	1.8%	1	0.0%	0	5.7%	2
At least every 3 months	16.6%	178	13.7%	13	6.7%	3	20.8%	6	18.6%	13	10.0%	4	4.6%	3	8.2%	3	8.7%	4
At least every 6 months	17.7%	190	21.1%	20	24.1%	9	14.0%	4	25.1%	17	30.6%	11	7.3%	4	12.8%	4	15.2%	6
Less often than once every 6 months	22.1%	237	14.7%	14	5.3%	2	33.6%	9	26.7%	18	16.1%	6	34.2%	21	23.1%	7	25.9%	10
Have only visited once (Don't know / varies)	0.7%	8	0.9%	1	1.3%	1	0.7%	0	0.0%	0	1.0%	0	0.0%	0	7.9%	3	2.7%	1
	16.9%	181	12.7%	12	19.6%	8	9.5%	3	8.5%	6	22.0%	8	42.8%	26	34.8%	11	18.7%	8
<i>Mean:</i>		<i>7.01</i>		<i>7.42</i>		<i>13.34</i>		<i>4.47</i>		<i>8.35</i>		<i>4.74</i>		<i>3.31</i>		<i>9.02</i>		<i>8.97</i>
Weighted base:		1073		97		39		28		69		35		61		32		40
Sample:		1032		79		71		76		79		62		49		39		52

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 Where did you last go to buy furniture, carpets and floor coverings?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	0.9%	7	10.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	4.4%	34	41.2%	27	15.2%	4	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Sword Drive, Hinckley	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Zone 2																		
Croft	0.1%	1	1.3%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desford	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	0.9%	7	6.0%	4	9.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbold Verdon	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.1%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	28.1%	217	8.4%	6	22.2%	5	7.3%	2	5.4%	3	31.4%	7	36.7%	16	67.8%	25	42.2%	10
St Georges Retail Park, Leicester	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	2.5%	1	0.0%	0
Wickes, St Georges Retail Park, St Georges Way, Leicester	0.4%	3	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Wood Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Hamilton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Humberstone Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushey Mead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Zone 10																		
Abbey Retail Park, Leicester	1.8%	14	0.0%	0	0.0%	0	1.6%	0	1.5%	1	0.0%	0	1.6%	1	1.2%	0	0.0%	0
B&Q, Devonshire Road, Leicester	2.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Barley Croft	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Boulevard	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	4	0.0%	0
Zone 11																		
Aylestone	0.8%	6	0.0%	0	0.0%	0	0.0%	0	7.5%	4	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester	3.7%	29	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	10.6%	5	0.0%	0	0.0%	0
Stoneygate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
United Carpets and Beds, Aylestone Road, Leicester	1.2%	9	0.0%	0	0.0%	0	1.3%	0	8.7%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Off Welford Road, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	4.7%	1
Narborough Road North Retail Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcotes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Asda, Leicester Road, Oadby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
B&Q, Bull Head Street, Wigston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	0	8.6%	2	9.1%	4	0.0%	0	2.6%	1
Wigston	2.0%	16	0.0%	0	0.0%	0	1.6%	0	8.6%	5	4.6%	1	0.9%	0	0.0%	0	0.0%	0
Zone 14																		
Anstey	3.1%	24	0.0%	0	4.7%	1	2.7%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Birstall	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	0	0.0%	0	0.0%	0	9.4%	2
Zone 15																		
Glenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ratby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Fosse Park South, Leicester	4.9%	38	4.5%	3	0.0%	0	0.9%	0	3.5%	2	0.0%	0	10.4%	4	6.9%	3	2.6%	1
Fosse Shopping Park, Leicester	20.8%	161	12.5%	8	33.3%	8	30.9%	6	36.5%	19	10.2%	2	15.0%	6	2.5%	1	9.1%	2
Grove Farm Triangle, Leicester	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
Narborough	0.1%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	1.2%	9	0.0%	0	4.5%	1	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Regent Place Retail Park, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowbrook Retail Park, Loughborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ansty Road Retail Park, Coventry	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Homebase, Sir Henry Parkes Road, Canley, Coventry	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
The Range, Courthouse Green, Austin Drive, Coventry	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Radford Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.9%	7	1.3%	1	0.0%	0	19.3%	4	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	1.2%	9	0.0%	0	0.0%	0	1.3%	0	3.0%	2	12.8%	3	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.1%	1	1.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowbrook Park, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		

Column %ges.

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.2%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth	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
Nuneaton	0.3%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
Cardinal Point Retail Park, Tamworth	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
Coventry	0.2%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook	2.0%	16	0.0%	0	0.0%	0	0.9%	0	6.3%	3	5.1%	1	0.9%	0	0.0%	0	4.7%	1
Ikea, Croft Road, Coventry	0.6%	5	1.1%	1	0.0%	0	1.3%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	1.2%	9	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other	1.1%	9	2.7%	2	0.0%	0	1.6%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliotts Field Shopping Park, Rugby	0.2%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.2%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	770	67	23	21	52	23	43	36	23									
Sample:	713	58	44	52	51	41	38	37	28									

Mean Score - Per year

Q25A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?

Those who shop for furniture, carpets and floor coverings at Q25

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
At least once a month	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.8%	1	1.3%	1	0.0%	0	0.0%	0
At least every 3 months	1.1%	8	2.2%	1	0.0%	0	0.0%	0	4.6%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0
At least every 6 months	3.2%	25	5.6%	4	1.2%	0	1.6%	0	5.6%	3	3.8%	1	1.3%	1	0.0%	0	0.0%	0
Less often than once every 6 months	66.1%	509	51.4%	34	40.9%	10	84.9%	18	72.9%	38	51.0%	12	60.5%	26	60.9%	22	60.1%	14
Have only visited once (Don't know / varies)	7.6%	59	6.4%	4	10.4%	2	8.4%	2	4.4%	2	1.5%	0	12.2%	5	2.2%	1	26.2%	6
<i>Mean:</i>	1.17	1.14	0.92	0.97	1.24	1.29	1.15	0.98	2.04									
Weighted base:	771	67	23	21	52	23	43	36	23									
Sample:	714	58	44	52	51	41	38	37	28									

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q26 Do you ever visit any of the following centres? [MR/PR]																		
Leicester city centre	83.8%	1355	75.1%	96	72.8%	38	72.1%	25	83.0%	72	83.7%	51	97.3%	117	88.2%	80	84.2%	72
Beaumont Leys town centre	40.8%	659	13.2%	17	40.7%	21	20.0%	7	40.4%	35	21.4%	13	29.5%	35	10.4%	9	38.7%	33
Blaby town centre	16.3%	264	6.4%	8	17.5%	9	59.3%	21	74.8%	65	3.7%	2	7.4%	9	4.6%	4	5.3%	5
Hamilton district centre	13.4%	217	3.9%	5	0.6%	0	0.0%	0	6.3%	5	19.0%	12	27.0%	32	26.5%	24	43.5%	37
Belgrave Road district centre	17.7%	287	0.6%	1	7.4%	4	1.3%	0	1.7%	2	10.4%	6	51.1%	61	19.6%	18	12.1%	10
Evington Road district centre	10.5%	170	0.0%	0	0.0%	0	0.0%	0	3.4%	3	9.8%	6	35.0%	42	33.5%	30	16.9%	14
Narborough Road district centre	16.0%	259	2.3%	3	17.7%	9	9.9%	3	4.4%	4	6.1%	4	14.5%	17	3.6%	3	4.6%	4
Uppingham Road (East) district centre	12.4%	200	0.4%	0	11.7%	6	3.6%	1	0.7%	1	14.0%	9	35.2%	42	37.7%	34	65.4%	56
(Don't visit any of these centres)	8.5%	138	19.2%	25	17.8%	9	18.5%	7	3.7%	3	10.5%	6	1.2%	1	7.1%	6	3.6%	3
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

Q27 Which centre do you visit the most?*Those who mentioned more than one centre at Q26*

Leicester city centre	49.0%	504	60.1%	14	53.4%	11	39.2%	8	40.8%	27	57.2%	16	70.7%	64	38.2%	21	44.1%	30
Beaumont Leys town centre	18.2%	187	24.1%	6	22.5%	5	4.2%	1	0.6%	0	9.2%	3	1.5%	1	2.0%	1	10.8%	7
Blaby town centre	10.2%	105	7.2%	2	16.9%	4	55.8%	11	58.6%	39	1.9%	1	1.6%	1	0.8%	0	0.0%	0
Hamilton district centre	3.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	5	3.1%	3	8.8%	5	16.5%	11
Belgrave Road district centre	5.6%	58	3.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.2%	1	0.0%	0
Evington Road district centre	3.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	11.3%	10	25.7%	14	8.6%	6
Narborough Road district centre	5.9%	61	3.6%	1	5.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Road (East) district centre	4.4%	45	2.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	8.6%	8	23.2%	13	20.0%	14
Weighted base:		1029		24		21		20		67		28		90		55		68
Sample:		918		15		32		55		72		35		68		59		79

Q27X Which centre do you visit the most? Q26 and Q27 combined*Those who mentioned a centre at Q26*

Leicester city centre	59.3%	878	88.6%	92	66.1%	28	47.5%	14	44.2%	37	73.7%	40	77.4%	92	56.8%	48	47.5%	39
Beaumont Leys town centre	15.4%	228	5.6%	6	17.2%	7	2.9%	1	3.8%	3	5.3%	3	1.1%	1	1.3%	1	10.3%	8
Blaby town centre	8.5%	126	3.4%	4	12.2%	5	48.9%	14	52.0%	43	2.6%	1	1.2%	1	1.1%	1	1.1%	1
Hamilton district centre	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	2.8%	3	6.8%	6	14.4%	12
Belgrave Road district centre	4.1%	61	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.8%	1	0.0%	0
Evington Road district centre	2.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.6%	10	18.0%	15	7.1%	6
Narborough Road district centre	4.4%	65	1.3%	1	3.9%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Road (East) district centre	3.2%	48	0.5%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	6.5%	8	15.2%	13	19.5%	16
Weighted base:		1479		104		43		29		84		55		119		84		82
Sample:		1428		77		80		80		95		84		97		90		96

Mean Score - Per year**Q28 How often do you visit (CENTRE MENTIONED AT Q27)?***Those who mentioned Leicester City Centre at Q27*

Daily	7.0%	62	6.3%	6	3.7%	1	2.5%	0	7.9%	3	8.8%	4	9.0%	8	5.3%	3	27.5%	11
At least two times a week	9.2%	81	0.0%	0	3.6%	1	4.9%	1	2.9%	1	1.3%	1	23.7%	22	12.5%	6	6.2%	2
At least once a week	18.1%	158	1.3%	1	19.1%	5	3.8%	1	8.5%	3	4.4%	2	26.4%	24	17.3%	8	29.4%	11
At least once a fortnight	14.5%	127	2.8%	3	27.2%	8	13.1%	2	9.1%	3	23.9%	10	21.1%	19	26.5%	13	6.2%	2
At least once a month	18.8%	165	24.5%	22	12.6%	4	39.9%	5	15.8%	6	15.0%	6	9.7%	9	15.1%	7	20.1%	8
At least every two months	11.2%	98	21.7%	20	13.2%	4	17.2%	2	20.2%	7	19.2%	8	1.2%	1	15.1%	7	3.1%	1
At least every 3 months	10.1%	88	20.6%	19	9.5%	3	9.3%	1	24.5%	9	8.8%	4	0.8%	1	1.4%	1	1.6%	1
At least every 6 months	3.7%	32	5.1%	5	5.1%	1	3.8%	1	8.8%	3	4.2%	2	0.6%	1	0.9%	0	2.8%	1
Less often than once every 6 months	3.5%	30	9.5%	9	5.1%	1	4.1%	1	0.0%	0	2.6%	1	3.0%	3	1.7%	1	1.6%	1
Have only visited once	0.3%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	32	5.5%	5	1.0%	0	1.4%	0	2.3%	1	11.8%	5	4.5%	4	4.3%	2	1.6%	1
Mean:		53.80		31.38		37.38		26.18		43.94		51.43		81.60		53.11		128.61
Weighted base:		878		92		28		14		37		40		92		48		39
Sample:		825		68		50		38		40		62		73		52		42

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Mean Score - Per year																		
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Beaumont Leys at Q27</i>																		
Daily	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	11.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	28.4%	65	0.0%	0	15.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	16.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1
At least once a month	19.1%	44	87.6%	5	46.1%	3	44.4%	0	34.2%	1	76.0%	2	0.0%	0	100.0%	1	61.9%	5
At least every two months	9.9%	23	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	10.8%	1
At least every 3 months	8.5%	19	0.0%	0	28.0%	2	33.4%	0	52.2%	2	0.0%	0	0.0%	0	0.0%	0	13.0%	1
At least every 6 months	2.5%	6	0.0%	0	3.9%	0	22.2%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Less often than once every 6 months	1.5%	3	12.4%	1	0.0%	0	0.0%	0	13.6%	0	12.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	0	0.0%	0	0.0%	0	7.2%	1
<i>Mean:</i>		39.54		10.63		14.93		7.12		6.33		10.50		4.00		12.00		11.26
Weighted base:		228		6		7		1		3		3		1		1		8
Sample:		216		2		13		3		4		5		2		2		9

Mean Score - Per year																		
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Blaby at Q27</i>																		
Daily	3.3%	4	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	16.6%	21	0.0%	0	0.0%	0	1.3%	0	29.3%	13	0.0%	0	0.0%	0	50.0%	0	0.0%	0
At least once a week	36.2%	46	24.4%	1	37.7%	2	45.8%	6	39.1%	17	37.5%	1	100.0%	1	0.0%	0	0.0%	0
At least once a fortnight	11.8%	15	24.4%	1	15.6%	1	18.8%	3	9.0%	4	37.5%	1	0.0%	0	0.0%	0	0.0%	0
At least once a month	22.8%	29	51.3%	2	15.6%	1	23.3%	3	10.6%	5	0.0%	0	0.0%	0	0.0%	0	100.0%	1
At least every two months	4.9%	6	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	2.1%	3	0.0%	0	15.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	0	0.0%	0	50.0%	0	0.0%	0
Less often than once every 6 months	0.2%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.1%	1	0.0%	0	10.0%	1	3.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		54.82		25.15		29.14		34.46		90.04		29.79		52.00		53.00		12.00
Weighted base:		126		4		5		14		43		1		1		1		1
Sample:		167		3		12		38		51		3		1		2		1

Mean Score - Per year																		
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Hamilton at Q27</i>																		
Daily	10.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.6%	4	0.0%	0	0.0%	0	0.0%	0
At least two times a week	22.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.7%	1	28.4%	2	19.5%	2
At least once a week	47.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	1	16.8%	1	57.4%	3	63.5%	8
At least once a fortnight	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	1	20.3%	1	0.0%	0	0.0%	0
At least once a month	9.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	1	17.0%	2
At least every two months	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	20.3%	1	0.0%	0	0.0%	0
At least every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		88.56		0.00		0.00		0.00		0.00		248.28		59.61		61.10		55.34
Weighted base:		36		0		0		0		0		6		3		6		12
Sample:		46		0		0		0		0		6		4		9		15

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Mean Score - Per year																		
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Belgrave Road at Q27</i>																		
Daily	9.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	1	0.0%	0
At least two times a week	24.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	1	0.0%	0	0.0%	0
At least once a week	19.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.4%	1	0.0%	0	0.0%	0
At least once a fortnight	32.4%	20	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.4%	1	0.0%	0	0.0%	0
At least once a month	7.1%	4	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	82.11	26.00	12.00	0.00	0.00	0.00	50.99	365.00	0.00									
Weighted base:	61	1	0	0	0	0	3	1	0									
Sample:	44	1	1	0	0	0	5	1	0									

Mean Score - Per year																		
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Evington Road at Q27</i>																		
Daily	31.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	4	37.7%	6	39.7%	2		
At least two times a week	14.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	18.7%	3	10.4%	1		
At least once a week	30.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	2	30.0%	5	49.9%	3		
At least once a fortnight	13.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	38.5%	4	5.4%	1	0.0%	0
At least once a month	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	3.0%	0	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	152.88	0.00	0.00	0.00	0.00	0.00	19.00	166.00	184.25	181.61								
Weighted base:	38	0	0	0	0	0	1	10	15	6								
Sample:	34	0	0	0	0	0	2	7	11	7								

Mean Score - Per year																
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																
<i>Those who mentioned Narborough Road at Q27</i>																
Daily	14.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	38.4%	25	0.0%	0	74.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	11.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	17.0%	11	64.5%	1	0.0%	0	100.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	2.6%	2	0.0%	0	25.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	1.7%	1	35.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	83.84	8.45	39.58	12.00	0.00	0.00	0.00	0.00	0.00							
Weighted base:	65	1	2	0	0	0	0	0	0							
Sample:	45	2	4	1	0	0	0	0	0							

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Mean Score - Per year																		
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Uppingham Road (East) at Q27</i>																		
Daily	13.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	36.4%	5	0.0%	0
At least two times a week	22.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	1	0.0%	0	47.9%	6	15.1%	2
At least once a week	31.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	1	69.5%	5	3.5%	0	25.8%	4
At least once a fortnight	13.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	1	0.0%	0	5.2%	1	25.1%	4
At least once a month	6.7%	3	100.1%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	1	4.8%	0	7.0%	1	3.8%	1
At least every two months	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1
At least every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	1	0.0%	0	18.9%	3
Mean:	101.82	12.00	0.00	0.00	0.00	0.00	55.22	77.50	186.55	45.15								
Weighted base:	48	0	0	0	0	0	4	8	13	16								
Sample:	51	1	0	0	0	0	6	5	13	22								

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Leicester City Centre at Q27*

Car / van (as driver)	54.1%	475	68.9%	63	72.2%	21	80.8%	11	68.6%	25	68.4%	28	43.1%	40	46.6%	22	18.5%	7
Car / van (as passenger)	5.3%	46	5.0%	5	2.0%	1	0.0%	0	1.7%	1	2.2%	1	3.4%	3	3.7%	2	10.6%	4
Bus, minibus or coach	27.4%	241	16.8%	15	13.0%	4	13.3%	2	21.7%	8	18.0%	7	23.2%	21	32.3%	15	67.0%	26
Motorcycle, scooter or moped	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.3%	73	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	25.0%	23	6.5%	3	1.6%	1
Taxi	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Train	0.8%	7	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	1.6%	14	2.8%	3	10.8%	3	4.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	13	0.0%	0	0.0%	0	1.4%	0	0.0%	0	9.2%	4	1.6%	1	10.8%	5	0.0%	0
Weighted base:	878	92	28	14	37	40	92	48	39									
Sample:	825	68	50	38	40	62	73	52	42									

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Beaumont Leys at Q27*

Car / van (as driver)	73.1%	166	12.4%	1	89.0%	7	55.5%	0	100.0%	3	88.0%	3	50.0%	1	100.0%	1	69.1%	6
Car / van (as passenger)	16.5%	38	87.6%	5	11.0%	1	44.4%	0	0.0%	0	12.0%	0	0.0%	0	0.0%	0	23.8%	2
Bus, minibus or coach	5.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Motorcycle, scooter or moped	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	228	6	7	1	3	3	1	1	8									
Sample:	216	2	13	3	4	5	2	2	9									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?																		
<i>Those who mentioned Blaby at Q27</i>																		
Car / van (as driver)	77.0%	97	100.0%	4	100.0%	5	93.7%	13	73.0%	32	75.1%	1	0.0%	0	50.0%	0	100.0%	1
Car / van (as passenger)	10.2%	13	0.0%	0	0.0%	0	1.3%	0	3.0%	1	24.9%	0	100.0%	1	50.0%	0	0.0%	0
Bus, minibus or coach	0.6%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.2%	13	0.0%	0	0.0%	0	0.0%	0	22.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		4		5		14		43		1		1		1		1
Sample:		167		3		12		38		51		3		1		2		1

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Hamilton at Q27*

Car / van (as driver)	73.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	93.9%	5	37.1%	1	70.1%	4	66.1%	8
Car / van (as passenger)	12.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	42.7%	1	29.9%	2	5.1%	1
Bus, minibus or coach	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1
Taxi	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		36		0		0		0		0		6		3		6		12
Sample:		46		0		0		0		0		6		4		9		15

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Belgrave Road at Q27*

Car / van (as driver)	52.4%	32	100.0%	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	51.2%	1	99.9%	1	0.0%	0
Car / van (as passenger)	11.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	1	0.0%	0	0.0%	0
Bus, minibus or coach	9.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	20.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	1	0.0%	0	0.0%	0
Weighted base:		61		1		0		0		0		0		3		1		0
Sample:		44		1		1		0		0		0		5		1		0

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?																		
<i>Those who mentioned Evington Road at Q27</i>																		
Car / van (as driver)	52.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	38.5%	4	65.3%	10	41.6%	2
Car / van (as passenger)	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	8.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	1	0.0%	0	29.2%	2
Motorcycle, scooter or moped	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	31.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.3%	5	29.4%	4	29.2%	2
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		38		0		0		0		0		1		10		15		6
Sample:		34		0		0		0		0		2		7		11		7

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Narborough Road at Q27*

Car / van (as driver)	45.2%	29	100.0%	1	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car / van (as passenger)	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	10.4%	7	0.0%	0	0.0%	0	100.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	32.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		1		2		0		0		0		0		0		0
Sample:		45		2		4		1		0		0		0		0		0

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Uppingham Road (East) at Q27*

Car / van (as driver)	31.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	90.3%	3	18.4%	1	8.7%	1	40.2%	6
Car / van (as passenger)	11.2%	5	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.9%	4	0.0%	0	3.8%	1
Bus, minibus or coach	19.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	0	0.0%	0	10.5%	1	48.5%	8
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	37.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	2	80.8%	10	7.6%	1
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		0		0		0		0		4		8		13		16
Sample:		51		1		0		0		0		6		5		13		22

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Leicester City Centre at Q27</i>																		
Choice and range of shops	61.4%	539	83.1%	76	64.2%	18	56.9%	8	77.6%	29	71.6%	29	57.9%	53	63.3%	30	50.3%	20
Strength of supermarket provision	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	5.6%	49	4.3%	4	7.3%	2	20.5%	3	2.3%	1	6.9%	3	0.8%	1	7.8%	4	3.1%	1
Choice of services (hairdressers, banks etc)	1.9%	16	1.3%	1	7.4%	2	2.1%	0	2.3%	1	0.9%	0	0.0%	0	4.0%	2	1.6%	1
Environmental quality of centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.8%	1	0.0%	0
Close to home	10.7%	94	0.8%	1	3.6%	1	2.1%	0	0.0%	0	3.9%	2	21.4%	20	6.2%	3	7.0%	3
Close to work	6.3%	56	6.3%	6	3.7%	1	7.0%	1	9.7%	4	2.9%	1	8.0%	7	5.0%	2	24.9%	10
Easily accessible by public transport	1.1%	10	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Convenient car parking	0.5%	4	0.0%	0	0.0%	0	5.2%	1	1.7%	1	0.0%	0	1.5%	1	3.6%	2	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	13	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Familiar / habit	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	1.4%	12	0.0%	0	10.8%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Can get everything I want there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	1.2%	11	0.0%	0	3.1%	1	2.5%	0	1.2%	0	0.0%	0	0.6%	1	2.3%	1	1.6%	1
	6.2%	54	3.4%	3	0.0%	0	2.5%	0	2.9%	1	12.2%	5	5.1%	5	5.0%	2	5.4%	2
Weighted base:		878		92		28		14		37		40		92		48		39
Sample:		825		68		50		38		40		62		73		52		42

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?*Those who mentioned Beaumont Leys at Q27*

Choice and range of shops	61.5%	140	12.4%	1	79.1%	6	100.0%	1	100.0%	3	100.0%	3	100.0%	1	100.0%	1	100.0%	8
Strength of supermarket provision	5.3%	12	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	2.1%	5	0.0%	0	15.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	12.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	5.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.7%	6	87.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		228		6		7		1		3		3		1		1		8
Sample:		216		2		13		3		4		5		2		2		9

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Blaby at Q27</i>																		
Choice and range of shops	24.6%	31	24.4%	1	21.1%	1	36.8%	5	25.8%	11	0.0%	0	0.0%	0	50.0%	0	0.0%	0
Strength of supermarket provision	6.8%	9	0.0%	0	0.0%	0	16.4%	2	10.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	6.9%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	16.7%	21	0.0%	0	53.3%	3	39.3%	6	3.3%	1	37.5%	1	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.1%	1	0.0%	0	0.0%	0	2.6%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	29.7%	37	0.0%	0	0.0%	0	2.4%	0	37.5%	16	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Close to work	4.9%	6	0.0%	0	10.0%	1	0.0%	0	11.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	2	0.0%	0	10.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	4.1%	5	24.4%	1	5.5%	0	2.4%	0	2.8%	1	24.9%	0	0.0%	0	50.0%	0	100.0%	1
Can get everything I want there	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	3.2%	4	51.3%	2	0.0%	0	0.0%	0	3.8%	2	37.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		4		5		14		43		1		1		1		1
Sample:		167		3		12		38		51		3		1		2		1

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?*Those who mentioned Hamilton at Q27*

Choice and range of shops	47.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	1	62.9%	2	36.3%	2	56.9%	7
Strength of supermarket provision	34.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.8%	4	20.3%	1	55.9%	3	28.8%	3
Choice of leisure facilities (restaurants, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	14.4%	2
Close to work	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	1	0.0%	0	0.0%	0
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		36		0		0		0		0		6		3		6		12
Sample:		46		0		0		0		0		6		4		9		15

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Belgrave Road at Q27</i>																		
Choice and range of shops	68.9%	42	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	42.4%	1	99.9%	1	0.0%	0
Strength of supermarket provision	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	1	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	16.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	1	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	1.2%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		61		1		0		0		0		0		3		1		0
Sample:		44		1		1		0		0		0		5		1		0

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?*Those who mentioned Evington Road at Q27*

Choice and range of shops	42.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	42.2%	4	52.5%	8	39.6%	2
Strength of supermarket provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	2	0.0%	0
Choice of services (hairdressers, banks etc)	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	5.4%	1	18.8%	1
Environmental quality of centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1
Close to home	33.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.3%	5	27.0%	4	31.2%	2
Close to work	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		38		0		0		0		0		1		10		15		6
Sample:		34		0		0		0		0		2		7		11		7

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Narborough Road at Q27</i>																		
Choice and range of shops	47.4%	31	35.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strength of supermarket provision	3.3%	2	0.0%	0	25.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	8.6%	6	0.0%	0	31.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	31.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	2.4%	2	64.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	2.5%	2	0.0%	0	43.0%	1	100.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		1		2		0		0		0		0		0		0
Sample:		45		2		4		1		0		0		0		0		0

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?*Those who mentioned Uppingham Road (East) at Q27*

Choice and range of shops	51.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.5%	2	18.4%	1	57.7%	7	81.1%	13
Strength of supermarket provision	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1
Choice of leisure facilities (restaurants, pubs etc)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0
Choice of services (hairdressers, banks etc)	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	26.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	1	58.4%	4	23.1%	3	0.0%	0
Close to work	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	1	0.0%	0	0.0%	0
Easily accessible by public transport	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	4.6%	2	100.1%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	1	4.8%	0	0.0%	0	0.0%	0
Can get everything I want there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Weighted base:		48		0		0		0		0		4		8		13		16
Sample:		51		1		0		0		0		6		5		13		22

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Leicester City Centre at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	3.2%	28	0.0%	0	2.6%	1	0.0%	0	5.6%	2	1.7%	1	1.8%	2	5.3%	3	19.6%	8
Improved food shops within the town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.8%	7	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.2%	1	0.4%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	1	1.4%	1	0.0%	0
Improved quality of shops	0.8%	7	0.0%	0	1.5%	0	2.1%	0	1.2%	0	1.3%	1	0.4%	0	0.9%	0	0.0%	0
More parking	4.1%	36	2.8%	3	2.6%	1	5.2%	1	18.4%	7	2.2%	1	1.0%	1	9.0%	4	0.0%	0
Cheaper parking	10.2%	89	8.3%	8	1.8%	1	6.5%	1	10.8%	4	10.1%	4	1.0%	1	0.9%	0	5.2%	2
Improved street cleaning	1.8%	16	0.8%	1	0.0%	0	0.0%	0	1.7%	1	0.9%	0	1.5%	1	0.0%	0	3.1%	1
Increased public transport	2.4%	21	2.1%	2	2.0%	1	4.8%	1	4.6%	2	1.7%	1	1.5%	1	5.7%	3	1.6%	1
Cheaper public transport	2.0%	17	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Better environment	3.5%	31	0.0%	0	2.9%	1	2.5%	0	1.2%	0	1.7%	1	5.0%	5	1.9%	1	3.1%	1
Better security	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	3.5%	31	6.3%	6	15.7%	4	2.1%	0	7.9%	3	2.2%	1	5.2%	5	7.3%	4	1.6%	1
Less traffic congestion / improved access	1.4%	12	3.7%	3	1.5%	0	0.0%	0	4.4%	2	3.3%	1	1.2%	1	0.0%	0	0.0%	0
More / improved places to eat / drink	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Free car parking	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	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
Less roadworks	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More independent shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.4%	0	0.0%	0	0.0%	0
Closer park and ride	0.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.5%	1	0.0%	0	0.0%	0
Undesireable clientele	0.2%	2	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Improved market	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
(Nothing / Nothing else)	57.0%	500	75.3%	69	61.9%	18	65.9%	9	43.0%	16	65.3%	26	68.9%	63	58.5%	28	64.4%	25
(Don't know)	3.2%	28	0.0%	0	2.0%	1	8.6%	1	0.0%	0	1.7%	1	6.5%	6	5.4%	3	1.6%	1
Weighted base:		878		92		28		14		37		40		92		48		39
Sample:		825		68		50		38		40		62		73		52		42

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
2nd Mention																		
Increased general choice and range of shops	1.9%	17	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.4%	0	2.6%	1	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.7%	1	0.0%	0
Improved leisure facilities	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.1%	9	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.2%	1	1.0%	1	0.0%	0	1.6%	1
More parking	0.7%	6	0.8%	1	1.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.8%	1
Cheaper parking	3.0%	26	8.3%	8	3.1%	1	0.0%	0	14.0%	5	4.2%	2	0.0%	0	1.4%	1	0.0%	0
Improved street cleaning	0.2%	2	0.0%	0	1.0%	0	2.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Increased public transport	0.5%	4	1.3%	1	0.0%	0	0.0%	0	4.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	1.1%	10	0.8%	1	0.0%	0	0.0%	0	1.7%	1	0.9%	0	0.0%	0	1.9%	1	0.0%	0
Better environment	1.6%	14	0.8%	1	1.0%	0	0.0%	0	5.6%	2	0.9%	0	0.6%	1	4.5%	2	3.1%	1
Better security	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.7%	6	2.0%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Nothing / Nothing else)	82.6%	725	86.1%	79	89.2%	25	86.9%	12	68.1%	25	85.1%	34	87.2%	80	83.4%	40	91.0%	36
(Don't know)	3.4%	30	0.0%	0	2.0%	1	8.6%	1	0.0%	0	1.7%	1	6.5%	6	4.5%	2	1.6%	1
Weighted base:		878		92		28		14		37		40		92		48		39
Sample:		825		68		50		38		40		62		73		52		42

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3rd Mention																		
Increased general choice and range of shops	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
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
More parking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	1
Cheaper parking	0.3%	2	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Cheaper public transport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	1.6%	1
Less traffic congestion / improved access	0.1%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More / improved places to eat /drink	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
(Nothing / Nothing else)	93.5%	820	98.4%	91	93.6%	27	91.4%	12	91.2%	34	95.0%	38	90.9%	84	90.2%	43	91.0%	36
(Don't know)	3.8%	34	0.0%	0	2.0%	1	8.6%	1	4.4%	2	5.0%	2	6.5%	6	4.5%	2	1.6%	1
Weighted base:		878		92		28		14		37		40		92		48		39
Sample:		825		68		50		38		40		62		73		52		42

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Any mention																		
Increased general choice and range of shops	5.3%	47	0.0%	0	2.6%	1	0.0%	0	7.3%	3	1.7%	1	2.2%	2	7.9%	4	19.6%	8
Improved food shops within the town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.5%	13	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.3%	2	0.4%	0	1.7%	1	0.0%	0
Improved leisure facilities	0.9%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	1	1.4%	1	0.0%	0
Improved quality of shops	2.0%	18	0.0%	0	4.4%	1	2.1%	0	1.2%	0	3.5%	1	1.4%	1	2.8%	1	1.6%	1
More parking	5.1%	44	3.6%	3	4.4%	1	5.2%	1	18.4%	7	3.7%	2	2.5%	2	9.0%	4	4.4%	2
Cheaper parking	13.4%	118	17.4%	16	6.8%	2	6.5%	1	24.8%	9	14.3%	6	1.0%	1	2.3%	1	5.2%	2
Improved street cleaning	2.0%	18	0.8%	1	1.0%	0	2.5%	0	1.7%	1	0.9%	0	1.5%	1	0.0%	0	3.1%	1
Increased public transport	3.0%	27	2.9%	3	2.0%	1	4.8%	1	9.1%	3	3.0%	1	1.5%	1	7.4%	4	1.6%	1
Cheaper public transport	3.3%	29	1.6%	1	0.0%	0	0.0%	0	6.2%	2	4.2%	2	0.0%	0	1.9%	1	0.0%	0
Better environment	4.9%	43	0.8%	1	3.9%	1	2.5%	0	6.7%	2	1.7%	1	5.6%	5	6.4%	3	7.8%	3
Better security	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Longer opening hours	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	4.4%	39	6.3%	6	15.7%	4	2.1%	0	7.9%	3	2.2%	1	7.2%	7	7.3%	4	3.1%	1
Less traffic congestion / improved access	2.1%	18	5.7%	5	1.5%	0	0.0%	0	8.8%	3	3.3%	1	1.8%	2	0.0%	0	0.0%	0
More / improved places to eat /drink	1.2%	11	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.4%	0	1.7%	1	0.0%	0
Free car parking	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More independent shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.4%	0	0.0%	0	0.0%	0
Closer park and ride	0.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.5%	1	0.0%	0	0.0%	0
Undesireable clientele	0.2%	2	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Improved market	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.6%	2	2.8%	1
Weighted base:	878		92		28		14		37		40		92		48		39	
Sample:	825		68		50		38		40		62		73		52		42	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Beaumont Leys at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	6.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	8.2%	19	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.2%	3	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	3.3%	8	87.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	2.4%	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
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	67.4%	154	12.4%	1	85.8%	6	100.0%	1	100.0%	3	100.0%	3	50.0%	1	100.0%	1	100.0%	8
(Don't know)	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		228		6		7		1		3		3		1		1		8
Sample:		216		2		13		3		4		5		2		2		9

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
2nd Mention																		
Increased general choice and range of shops	6.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	86.8%	198	100.0%	6	100.0%	7	100.0%	1	100.0%	3	100.0%	3	100.0%	1	100.0%	1	100.0%	8
(Don't know)	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		228		6		7		1		3		3		1		1		8
Sample:		216		2		13		3		4		5		2		2		9

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	1.6%	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
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	95.5%	218	100.0%	6	100.0%	7	100.0%	1	100.0%	3	100.0%	3	100.0%	1	100.0%	1	100.0%	8
(Don't know)	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		228		6		7		1		3		3		1		1		8
Sample:		216		2		13		3		4		5		2		2		9

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8										
Any mention																			
Increased general choice and range of shops	9.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved food shops within the town centre	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved quality of shops	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	8.8%	20	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper parking	1.2%	3	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved street cleaning	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased public transport	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other [+]	3.7%	8	87.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less traffic congestion / improved access	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More / improved places to eat /drink	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Free car parking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improve car parking	2.4%	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	
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Closer 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	
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:	228		6		7		1		3		3		1		1		1		8
Sample:	216		2		13		3		4		5		2		2		2		9

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Blaby at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	8.5%	11	24.4%	1	0.0%	0	10.1%	1	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	2.5%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	3.9%	5	0.0%	0	0.0%	0	5.0%	1	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	3.6%	5	0.0%	0	0.0%	0	0.0%	0	10.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.6%	2	0.0%	0	0.0%	0	14.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	8.4%	11	0.0%	0	11.1%	1	4.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	7.4%	9	0.0%	0	5.5%	0	7.0%	1	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	8.1%	10	0.0%	0	0.0%	0	0.0%	0	10.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	53.9%	68	75.6%	3	83.4%	4	56.9%	8	46.1%	20	100.0%	1	100.0%	1	50.0%	0	100.0%	1
(Don't know)	0.5%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		4		5		14		43		1		1		1		1
Sample:		167		3		12		38		51		3		1		2		1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
2nd Mention																		
Increased general choice and range of shops	4.2%	5	0.0%	0	0.0%	0	16.0%	2	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.4%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.3%	2	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.3%	2	0.0%	0	0.0%	0	5.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	90.6%	114	100.0%	4	100.0%	5	69.6%	10	87.7%	38	100.0%	1	100.0%	1	100.0%	1	100.0%	1
(Don't know)	0.8%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		4		5		14		43		1		1		1		1
Sample:		167		3		12		38		51		3		1		2		1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3rd Mention																		
Increased general choice and range of shops	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
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.1%	1	0.0%	0	0.0%	0	4.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.7%	1	0.0%	0	0.0%	0	1.3%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.5%	121	100.0%	4	100.0%	5	91.0%	13	96.7%	42	100.0%	1	100.0%	1	100.0%	1	100.0%	1
(Don't know)	0.8%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		4		5		14		43		1		1		1		1
Sample:		167		3		12		38		51		3		1		2		1

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Any mention																		
Increased general choice and range of shops	13.8%	17	24.4%	1	0.0%	0	26.0%	4	16.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	2.8%	4	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	5.3%	7	0.0%	0	0.0%	0	9.0%	1	11.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	4.1%	5	0.0%	0	0.0%	0	0.0%	0	11.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	2.8%	4	0.0%	0	0.0%	0	16.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	8.4%	11	0.0%	0	11.1%	1	4.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	7.4%	9	0.0%	0	5.5%	0	7.0%	1	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.0%	1	0.0%	0	0.0%	0	1.3%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	9.4%	12	0.0%	0	0.0%	0	5.0%	1	11.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		4		5		14		43		1		1		1		1
Sample:		167		3		12		38		51		3		1		2		1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Hamilton at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0	7.7%	1
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	0.0%	0
More parking	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.7%	1	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	1	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	79.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	89.0%	5	57.3%	2	66.1%	4	92.3%	11
(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
Weighted base:		36		0		0		0		0		6		3		6		12
Sample:		46		0		0		0		0		6		4		9		15

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
2nd Mention																		
Increased general choice and range of shops	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.7%	1	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	6	57.3%	2	100.0%	6	100.0%	12
(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
Weighted base:		36		0		0		0		0		6		3		6		12
Sample:		46		0		0		0		0		6		4		9		15

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.7%	1	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	6	57.3%	2	100.0%	6	100.0%	12
(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
Weighted base:		36		0		0		0		0		6		3		6		12
Sample:		46		0		0		0		0		6		4		9		15

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Any mention																		
Increased general choice and range of shops	14.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	42.7%	1	0.0%	0	7.7%	1
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	0.0%	0
More parking	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.7%	1	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.7%	1	14.2%	1	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		36		0		0		0		0		6		3		6		12
Sample:		46		0		0		0		0		6		4		9		15

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Belgrave Road at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	1	0.0%	0	0.0%	0
More parking	18.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.4%	1	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.2%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	63.4%	39	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	1	99.9%	1	0.0%	0
(Don't know)	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		61		1		0		0		0		0		3		1		0
Sample:		44		1		1		0		0		0		5		1		0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
2nd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	88.9%	54	100.0%	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	99.9%	1	0.0%	0
(Don't know)	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		61		1		0		0		0		0		3		1		0
Sample:		44		1		1		0		0		0		5		1		0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.1%	59	100.0%	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	99.9%	1	0.0%	0
(Don't know)	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		61		1		0		0		0		0		3		1		0
Sample:		44		1		1		0		0		0		5		1		0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Any mention																		
Increased general choice and range of shops	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	1	0.0%	0	0.0%	0
More parking	18.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.4%	1	0.0%	0	0.0%	0
Cheaper parking	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.2%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	7.3%	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
Less traffic congestion / improved access	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		61		1		0		0		0		0		3		1		0
Sample:		44		1		1		0		0		0		5		1		0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Evington Road at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	5.4%	1	0.0%	0
Improved food shops within the town centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	16.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	4	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	18.8%	1
Increased public transport	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	4.4%	1	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	63.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	47.6%	5	73.6%	11	81.2%	5
(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
Weighted base:		38		0		0		0		0		1		10		15		6
Sample:		34		0		0		0		0		2		7		11		7

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
2nd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2	0.0%	0
Cheaper parking	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	18.8%	1
Better security	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	82.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	92.7%	9	83.4%	13	81.2%	5
(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
Weighted base:		38		0		0		0		0		1		10		15		6
Sample:		34		0		0		0		0		2		7		11		7

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	98.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	100.0%	10	100.0%	15	100.0%	6
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		38		0		0		0		0		1		10		15		6
Sample:		34		0		0		0		0		2		7		11		7

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Any mention																		
Increased general choice and range of shops	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	5.4%	1	0.0%	0
Improved food shops within the town centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	20.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	4	11.3%	2	0.0%	0
Cheaper parking	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	18.8%	1
Increased public transport	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	4.4%	1	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	11.3%	2	18.8%	1
Better security	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Less traffic congestion / improved access	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	38		0		0		0		0		1		10		15		6	
Sample:	34		0		0		0		0		2		7		11		7	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Narborough Road at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.4%	0	0.0%	0	17.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	10.4%	7	0.0%	0	57.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	66.2%	43	100.0%	1	25.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.9%	7	0.0%	0	0.0%	0	100.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		1		2		0		0		0		0		0		0
Sample:		45		2		4		1		0		0		0		0		0

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
2nd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.7%	0	0.0%	0	25.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.4%	0	0.0%	0	17.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	80.3%	52	100.0%	1	57.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.9%	7	0.0%	0	0.0%	0	100.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		1		2		0		0		0		0		0		0
Sample:		45		2		4		1		0		0		0		0		0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	89.1%	58	100.0%	1	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.9%	7	0.0%	0	0.0%	0	100.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		1		2		0		0		0		0		0		0
Sample:		45		2		4		1		0		0		0		0		0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Any mention																		
Increased general choice and range of shops	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.4%	0	0.0%	0	17.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	10.4%	7	0.0%	0	57.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	2.2%	1	0.0%	0	25.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.4%	0	0.0%	0	17.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		1		2		0		0		0		0		0		0
Sample:		45		2		4		1		0		0		0		0		0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Uppingham Road (East) at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.5%	2	7.3%	1	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	35.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	1	51.1%	4	17.9%	2	29.6%	5
Cheaper parking	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	1	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	51.4%	25	100.1%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	1	41.6%	3	78.7%	10	56.0%	9
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		0		0		0		0		4		8		13		16
Sample:		51		1		0		0		0		6		5		13		22

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
2nd Mention																		
Increased general choice and range of shops	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Improved street cleaning	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	88.9%	43	100.1%	0	0.0%	0	0.0%	0	0.0%	0	63.1%	2	92.7%	7	83.9%	11	96.2%	15
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		0		0		0		0		4		8		13		16
Sample:		51		1		0		0		0		6		5		13		22

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	97.0%	46	100.1%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	92.7%	7	100.0%	13	100.0%	16
(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
Weighted base:		48		0		0		0		0		4		8		13		16
Sample:		51		1		0		0		0		6		5		13		22

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Any mention																		
Increased general choice and range of shops	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.5%	2	7.3%	1	3.5%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	3.8%	1
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0
More parking	38.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.5%	2	51.1%	4	17.9%	2	29.6%	5
Cheaper parking	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Improved street cleaning	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	3.8%	1
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Less traffic congestion / improved access	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	1	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		0		0		0		0		4		8		13		16
Sample:		51		1		0		0		0		6		5		13		22

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32 Why don't you visit Leicester city centre? [MR]																		
<i>Those who don't visit Leicester at Q26</i>																		
Lack of choice and range of non-food shops	8.0%	21	0.0%	0	0.0%	0	9.7%	1	2.9%	0	0.0%	0	0.0%	0	4.2%	0	4.5%	1
Lack of choice and range of food shops	0.7%	2	0.0%	0	0.0%	0	9.7%	1	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	5.4%	14	0.0%	0	0.0%	0	10.3%	1	13.4%	2	9.9%	1	0.0%	0	4.2%	0	0.0%	0
Too far away from home	11.0%	29	7.9%	3	24.3%	3	5.3%	1	4.4%	1	10.5%	1	0.0%	0	12.5%	1	16.4%	2
Too far away from work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	2.4%	6	1.5%	0	0.0%	0	2.9%	0	2.9%	0	14.1%	1	0.0%	0	4.2%	0	0.0%	0
Inconveniently located car parking	7.6%	20	2.2%	1	0.0%	0	14.0%	1	28.0%	4	14.1%	1	20.5%	1	0.0%	0	0.0%	0
Expensive car parking	13.9%	36	15.8%	5	3.1%	0	24.7%	2	20.7%	3	10.5%	1	0.0%	0	4.2%	0	0.0%	0
Other	7.7%	20	2.2%	1	0.0%	0	5.7%	1	10.2%	2	7.0%	1	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	28.2%	74	30.6%	10	47.8%	7	12.3%	1	18.9%	3	50.8%	5	51.1%	2	22.2%	2	39.8%	5
Too busy	10.4%	27	21.6%	7	9.8%	1	14.8%	1	5.8%	1	0.0%	0	17.1%	1	4.2%	0	15.8%	2
Disabled / hard to walk	5.2%	14	2.7%	1	3.7%	1	3.4%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	9.0%	1
Too big	1.2%	3	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Its unclear	0.9%	2	0.0%	0	0.0%	0	3.4%	0	4.4%	1	0.0%	0	0.0%	0	4.2%	0	0.0%	0
Don't like Leicester city centre in general	1.8%	5	3.7%	1	2.0%	0	5.3%	1	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe	4.5%	12	0.0%	0	3.7%	1	3.4%	0	5.3%	1	3.5%	0	0.0%	0	11.7%	1	0.0%	0
Difficult to park	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many foreigners	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	2
Unfamiliar with the area	0.4%	1	2.2%	1	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.4%	4	0.0%	0	3.7%	1	0.0%	0	0.0%	0	3.5%	0	0.0%	0	7.6%	1	0.0%	0
Prefer to shop in another location	0.9%	2	2.2%	1	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.6%	4	0.0%	0	0.0%	0	3.4%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by car (Don't know)	1.2%	3	7.2%	2	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	3.5%	9	2.2%	1	0.0%	0	3.8%	0	0.0%	0	0.0%	0	11.3%	0	25.2%	3	0.0%	0
Weighted base:		262		32		14		10		15		10		3		11		13
Sample:		351		27		32		35		22		25		6		18		18

Q33 Do you make use of electronic home shopping (i.e. internet or TV shopping)? [MR]

Yes, Internet	61.4%	993	84.4%	109	72.1%	38	74.7%	26	78.2%	68	68.4%	42	53.5%	64	38.3%	35	42.6%	36
Yes, Portable internet shopping (through mobile phone)	10.6%	172	4.6%	6	8.0%	4	7.5%	3	16.7%	14	2.2%	1	9.8%	12	0.0%	0	1.1%	1
Yes, TV Shopping	2.1%	34	0.0%	0	2.1%	1	4.9%	2	6.8%	6	3.3%	2	3.3%	4	0.9%	1	0.0%	0
No	35.8%	578	15.6%	20	27.9%	15	25.3%	9	20.4%	18	31.0%	19	46.5%	56	61.7%	56	57.4%	49
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q34 Which goods or services do you currently purchase via electronic (home/mobile) shopping? [MR]																		
<i>Those who use electronic home shopping at Q33</i>																		
Food	16.7%	173	19.8%	21	7.2%	3	29.9%	8	22.2%	15	12.6%	5	19.6%	13	0.0%	0	8.9%	3
Clothes	45.1%	468	56.3%	61	49.3%	19	48.2%	13	42.1%	29	24.5%	10	53.8%	35	19.9%	7	49.2%	18
Banking / finance	7.5%	78	11.1%	12	13.9%	5	17.1%	4	6.6%	5	8.0%	3	7.9%	5	0.0%	0	2.5%	1
Books	45.0%	468	41.8%	45	49.4%	19	55.5%	15	48.8%	34	42.4%	18	37.5%	24	26.3%	9	65.6%	24
CDs, DVDs, music	44.3%	460	38.5%	42	57.5%	22	41.9%	11	40.5%	28	41.8%	18	31.2%	20	39.6%	14	42.4%	15
DIY goods	5.9%	62	8.1%	9	19.5%	7	5.5%	1	8.2%	6	0.8%	0	7.2%	5	2.3%	1	11.4%	4
Furniture / Carpets	9.0%	93	8.5%	9	16.2%	6	7.5%	2	12.0%	8	2.8%	1	15.3%	10	7.3%	3	10.2%	4
Garden items	3.6%	38	3.1%	3	9.9%	4	3.4%	1	6.6%	5	2.1%	1	7.2%	5	0.0%	0	2.5%	1
Holiday and / or Travel Tickets	7.9%	82	8.9%	10	28.1%	11	19.8%	5	13.1%	9	3.8%	2	7.6%	5	0.0%	0	2.5%	1
Jewellery	4.8%	49	9.5%	10	9.9%	4	7.2%	2	9.3%	6	1.5%	1	6.1%	4	2.3%	1	4.2%	2
Major electrical items	16.8%	175	15.5%	17	23.8%	9	26.8%	7	10.8%	7	9.7%	4	13.9%	9	26.2%	9	15.1%	5
Small electrical items	25.6%	265	34.8%	38	29.5%	11	36.9%	10	18.6%	13	18.1%	8	26.7%	17	34.1%	12	31.9%	12
Small household goods	12.8%	133	25.8%	28	21.6%	8	23.2%	6	13.4%	9	5.7%	2	10.1%	6	2.6%	1	11.9%	4
Sports goods	7.0%	72	8.1%	9	22.2%	8	17.2%	5	10.8%	7	14.3%	6	6.1%	4	6.2%	2	2.5%	1
Toys	14.7%	153	11.6%	13	25.7%	10	25.1%	7	26.6%	18	5.5%	2	10.1%	6	8.2%	3	23.2%	8
Other	0.8%	9	0.7%	1	0.8%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Games	1.7%	17	0.7%	1	0.0%	0	0.0%	0	0.0%	1	1.2%	1	1.0%	1	1.9%	1	0.0%	0
Cosmetics	2.2%	23	5.3%	6	1.2%	0	1.3%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Gifts	4.4%	45	7.5%	8	2.5%	1	10.2%	3	11.0%	8	0.8%	0	14.4%	9	0.0%	0	1.7%	1
Insurance	0.4%	4	2.7%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobby items	0.6%	7	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.0%	1
Car parts	0.7%	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
Pet goods	0.7%	7	1.7%	2	1.4%	1	1.3%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer related goods	0.7%	7	0.7%	1	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft goods	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.7%	70	1.7%	2	6.9%	3	1.4%	0	3.6%	2	28.1%	12	7.0%	4	6.2%	2	5.0%	2
Weighted base:	1039	109		38		26		69		42		64		35		36		
Sample:	849	77		57		68		71		59		39		33		34		

Q35 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]*Those who use electronic home shopping at Q33*

Food	13.7%	142	15.1%	16	5.1%	2	29.9%	8	13.0%	9	12.6%	5	17.8%	11	1.9%	1	11.9%	4
Clothes	37.0%	384	43.2%	47	38.3%	14	47.0%	12	39.0%	27	24.7%	10	39.4%	25	13.5%	5	52.6%	19
Banking / finance	6.6%	69	11.3%	12	6.9%	3	17.1%	4	6.6%	5	2.3%	1	2.6%	2	0.0%	0	5.5%	2
Books	35.9%	373	33.4%	36	39.5%	15	45.0%	12	38.6%	27	43.1%	18	29.4%	19	14.1%	5	66.7%	24
CDs, DVDs, music	34.5%	359	28.4%	31	40.9%	15	42.5%	11	37.1%	26	34.6%	15	23.2%	15	27.8%	10	58.4%	21
DIY goods	4.7%	49	12.3%	13	1.5%	1	5.2%	1	7.5%	5	0.0%	0	0.9%	1	0.0%	0	11.4%	4
Furniture / Carpets	5.6%	58	11.9%	13	3.8%	1	9.8%	3	10.8%	7	1.5%	1	9.2%	6	0.0%	0	5.5%	2
Garden items	2.7%	28	4.8%	5	1.5%	1	5.9%	2	6.6%	5	1.2%	1	1.9%	1	0.0%	0	2.5%	1
Holiday and / or Travel Tickets	7.1%	74	8.1%	9	28.2%	11	23.6%	6	13.1%	9	3.8%	2	4.5%	3	0.0%	0	2.5%	1
Jewellery	3.5%	37	5.5%	6	3.1%	1	10.3%	3	9.3%	6	1.5%	1	0.9%	1	2.3%	1	2.5%	1
Major electrical items	15.0%	155	13.6%	15	18.3%	7	23.3%	6	9.1%	6	6.1%	3	7.5%	5	18.7%	6	14.2%	5
Small electrical items	17.1%	178	21.8%	24	21.2%	8	34.9%	9	15.9%	11	8.8%	4	12.8%	8	11.8%	4	12.6%	5
Small household goods	11.1%	115	15.5%	17	18.8%	7	19.6%	5	15.8%	11	1.2%	1	5.0%	3	2.6%	1	26.3%	10
Sports goods	6.3%	65	8.8%	10	18.1%	7	20.8%	5	9.9%	7	4.7%	2	2.6%	2	1.3%	0	20.2%	7
Toys	12.7%	132	11.2%	12	17.3%	7	22.2%	6	27.5%	19	18.3%	8	4.8%	3	8.2%	3	5.5%	2
Other	0.7%	7	0.7%	1	0.8%	0	0.7%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Games	1.1%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0
Cosmetics	1.0%	11	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Gifts	5.1%	53	10.5%	11	2.5%	1	5.4%	1	18.5%	13	2.1%	1	8.3%	5	0.0%	0	0.0%	0
Insurance	0.3%	3	2.0%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobby items	0.5%	5	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.0%	1
Car parts	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
Pet goods	0.3%	4	1.7%	2	0.0%	0	1.3%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer related goods	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft goods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.2%	148	21.4%	23	10.2%	4	1.1%	0	15.1%	10	32.6%	14	9.2%	6	6.6%	2	5.9%	2
(None)	9.9%	103	4.7%	5	7.1%	3	6.2%	2	3.0%	2	9.7%	4	19.7%	13	29.1%	10	5.0%	2
Weighted base:	1039	109		38		26		69		42		64		35		36		
Sample:	849	77		57		68		71		59		39		33		34		

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q36 Which of these leisure activities do you participate in? [MR]																		
Health and Fitness	21.3%	344	19.8%	25	25.0%	13	20.0%	7	22.1%	19	20.7%	13	16.8%	20	22.3%	20	16.3%	14
Leisure Centre Activities	19.9%	322	16.6%	21	25.6%	13	27.7%	10	26.8%	23	18.5%	11	14.9%	18	6.8%	6	9.6%	8
Cinema	48.4%	783	64.5%	83	48.7%	25	46.3%	16	52.8%	46	47.6%	29	47.5%	57	26.7%	24	32.1%	27
Restaurant	65.6%	1060	66.1%	85	65.8%	34	78.0%	27	79.9%	69	59.1%	36	69.5%	84	38.5%	35	58.8%	50
Pub /Bars	45.4%	734	52.2%	67	52.4%	27	60.4%	21	49.8%	43	35.2%	22	14.5%	17	16.2%	15	43.4%	37
Nightclub	9.8%	159	5.9%	8	8.0%	4	5.6%	2	6.3%	5	5.2%	3	0.0%	0	0.0%	0	1.1%	1
Social Club	8.3%	135	5.0%	6	11.9%	6	10.6%	4	10.7%	9	0.0%	0	3.7%	4	6.1%	5	8.1%	7
Ten Pin Bowling	21.6%	350	19.8%	26	24.2%	13	22.9%	8	34.0%	29	17.2%	11	11.8%	14	11.0%	10	10.6%	9
Bingo	5.8%	94	1.8%	2	3.5%	2	1.6%	1	3.4%	3	0.0%	0	2.4%	3	2.8%	3	12.8%	11
Theatre / concert hall	40.9%	661	37.2%	48	47.3%	25	41.3%	15	57.6%	50	46.4%	28	19.9%	24	13.3%	12	37.2%	32
Museum / Art Galleries	32.0%	518	28.5%	37	34.2%	18	40.3%	14	48.2%	42	28.0%	17	29.8%	36	20.4%	19	38.2%	32
Running / Cycling / outdoor activities	27.9%	450	32.6%	42	33.9%	18	31.3%	11	36.3%	31	15.0%	9	17.7%	21	12.7%	12	23.0%	20
(None mentioned)	17.1%	277	8.5%	11	10.8%	6	10.2%	4	10.3%	9	19.9%	12	22.2%	27	29.6%	27	22.8%	19
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q37 Which centre/facility did you last visit for indoor sports or health and fitness activity?																		
<i>Those who do indoor sports and health and fitness activity at Q36 AND Excl. DK, Internet, Markets</i>																		
Zone 1																		
Bodywize Gym & Fitness Centre, Hinckley	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Fitness, Hinckley	0.8%	4	2.0%	1	16.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Leisure Centre (Everyone Active), Hinckley	3.0%	14	37.2%	13	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fields Health & Fitness Club, Hinckley	0.4%	2	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
United Exercise Ltd, Hinckley	1.0%	5	12.3%	4	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Goodman Special School, Stoke Road, Hinckley	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley Island Hotel, Watling Street, Hinckley	0.5%	2	5.1%	2	1.5%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sketchley Grange Hotel & Spa, Sketchley Lane, Burbage	0.4%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton Leisure Club, Underwood Drive, Stoney Stanton	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Desford Hall, Leicester Lane, Desford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elmesthorpe	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huncote	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Ullesthorpe	0.1%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby & District Social Centre, Leicester Road, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosby	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Court Hotel & Golf Club, Frolesworth Road, Ullesthorpe, Lutterworth	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Nix Health & Fitness Ltd, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Grammar School, London Road, Great Glen, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Uppingham School Sports Centre, Leicester Road, Uppingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
DW Gym Group, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hot Bodys Gym, Leicester	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	4	0.0%	0
Maxfisique Health Club, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Simply Women, Leicester	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	5	0.0%	0	0.0%	0
Spirit Health & Fitness Club, St. Nicholas Circle, Leicester	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margaret's Pastures Sports Centre (Leicester Council Leisure Centre), Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.1%	1	0.0%	0	0.0%	0
The Gym, Leicester	4.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	6.9%	2	0.0%	0
Abbey Sports & Leisure, Slater Street, Frog Island, Leicester	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frog Island, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Central Mosque, Conduit Street, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

October 2014

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Queen Elizabeth II Diamond Jubilee Leisure Centre, Duns Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Queen Elizabeth II Diamond Jubilee Leisure Centre, Duns Lane, Leicester	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health, Leicester University, University Road, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Spence Street Sports Centre (Leicester Council Leisure Centre), Leicester	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	4	11.1%	3	12.6%	2
Zone 7																		
S & S Fitness Ltd, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0
Sugars Gym, Leicester	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danielle Brown Sports Centre, Wyggeston Drive, University Road, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Leicester Squash Club, London Road, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Leisure Centre (Leicester Council Leisure Centre), Leicester	3.6%	16	0.0%	0	0.0%	0	5.5%	1	0.0%	0	2.0%	0	2.1%	1	30.4%	8	43.1%	7
Judgemeadow Community College, Marydene Drive, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Thurnby Lodge Community Centre, Thurmcourt Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Zone 9																		
Back to Health, Thurmstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cossington Street Sports Centre (Leicester Council Leisure Centre), Leicester	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Engine Room Health & Fitness Centre, Thurmstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Neighbourhood Centre, Rothley Street, Leicester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Leicester Leys Leisure Centre (Leicester Council Leisure Centre), Leicester	5.8%	27	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	14.9%	4	0.0%	0	6.5%	1
Nuffield Health & Fitness, 1 Byford Way, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Mowmacre Gym Club, Bewcastle Grove, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Warehouse Gym, Parker Drive, Leicester	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone Leisure Centre (Leicester Council Leisure Centre), Leicester	8.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2	2.7%	1	0.0%	0
Southfields Drive Sports Centre, Southfields Drive, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University of Leicester, Manor Road, Oadby	3.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	14.9%	4	0.0%	0	0.0%	0
Zone 12																		
Age Concern Ltd, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatynes Health Clubs, Leicester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	3.3%	1	0.0%	0
Braunstone Leisure Centre (Leicester Council Leisure Centre), Braunstone	5.9%	27	0.0%	0	0.0%	0	5.5%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	6.5%	1
Fitness First Leicester Central, Raw Dykes Road, Leicester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Parks Leisure Centre (Leicester Council Leisure	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Centre), Leicester																		
Pure Gym Leicester, Leicester	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	5	0.0%	0
Saffron Lane Athletics Stadium (Leicester Council Leisure Centre), Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
De Montfort University Leisure Centre, The Gateway, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilton Leicester, Junction Approach, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Active Life Health & Fitness, Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jinz Ladies Health & Fitness Club, Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Swimming Pool (Everyone Active), Oadby	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Parklands Leisure Centre (Everyone Active), Oadby	1.8%	8	0.0%	0	0.0%	0	0.0%	0	5.7%	2	3.0%	1	0.0%	0	2.7%	1	6.5%	1
The Fitness Bank, Wigston	0.5%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unique Physique, Wigston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Stage Hotel, Leicester Road, Wigston Fields, Leicester	0.9%	4	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Serenity Pilates and Fitness Studio, Bell Street, Wigston	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	2
United Reformed Church, Rosemead Drive, Oadby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
DK's Gym, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Fitness, Leicester	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	4	0.0%	0	0.0%	0	0.0%	0
Mountsorrel	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shane Varney Karate School, Lavinia House, Saffron Road, Wigston	1.0%	5	0.0%	0	0.0%	0	0.0%	0	13.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soar Valley Leisure Centre, Kingfisher Road, Mountsorrel	7.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Charnwood Leisure Centre, Parkstone Road, Syston	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2	0.0%	0	0.0%	0	0.0%	0
Syston	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Community Centre, Silverdale Drive, Thurmaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Aerobics & Tone, Groby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenfield Memorial Hall, Glenfield Frith Drive, Glenfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby Muxloe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
David Lloyd Leisure, Leicester	1.6%	7	2.0%	1	16.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd Leisure, Narborough	1.4%	7	7.2%	3	3.1%	1	2.6%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enderby Leisure & Golf Centre (Everyone Active), Enderby	7.5%	34	0.0%	0	35.2%	7	32.5%	4	37.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LivingWell Health Clubs, Leicester	0.2%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockington College, Blaby Road, Leicester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enderby	0.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavilion, Huncote	2.1%	10	0.0%	0	0.0%	0	0.0%	0	15.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winstanley Community College, Kingsway North, Braunstone	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Outside Study Area:																		
Charnwood BC																		
Loughborough	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Leisure Centre, Browns Lane, Loughborough	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Harborough DC																		
Harborough Leisure Centre, Northampton Road, Market Harborough	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	2	0.0%	0	0.0%	0	0.0%	0
Curves, Angel Court, High Street, Market Harborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Lutterworth	1.2%	5	2.4%	1	0.0%	0	25.4%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	3	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Hinckley and Bosworth BC																		
Bosworth Hall Hotel, The Park, Market Bosworth	0.3%	1	2.4%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley Rugby Club, Leicester Road, Hinckley	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton BC																		
Lifestyle Fitness, Raw Dykes Road, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire District Council																		
Hermitage Leisure Centre, Silver Street, Whitwick, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Other LA																		
Other	3.0%	13	0.0%	0	2.8%	1	2.6%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby BC																		
College of Policing, Leamington Road, Ryton-on-Dunsmore	0.4%	2	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Junction One Retail Park, Leicester Road, Rugby	0.1%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland CC																		
Vipers Rugby Football Club, Blaby by Pass, Whetstone	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
(Don't know / can't remember / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	454	35		19		13		34		17		26		25		17		17
Sample:	365	32		22		28		31		24		20		17		18		18

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q38 Which centre/facility did you last visit to go the cinema?																		
<i>Those who visit the cinema at Q36 AND Excl. DK, Internet, Markets</i>																		
Zone 6																		
City Cinema, Abbey Lane, Leicester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Phoenix Cinema and Art Centre, 4 Midland Street, Leicester	6.8%	51	0.9%	1	5.5%	1	3.2%	1	2.9%	1	10.6%	3	8.1%	4	20.0%	5	8.4%	2
Showcase Cinema De Lux Leicester, Highcross Shopping Centre, 7 Highcross Lane, Leicester	21.4%	161	14.0%	11	7.2%	2	13.7%	2	17.3%	8	30.6%	9	28.2%	15	48.8%	11	39.0%	11
Piccadilly Cinema, 2 Green Lane Road, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.9%	1	0.0%	0
Zone 12																		
Odeon Cinema, 90 Aylestone Road, Freemans Park, Leicester	23.6%	177	0.0%	0	3.2%	1	2.1%	0	10.8%	5	32.9%	9	60.3%	32	20.0%	5	18.8%	5
Zone 16																		
Vue Cinemas, Meridian Leisure Park, Lubbethorpe Way, Braunstone	34.6%	260	22.9%	19	64.0%	16	52.5%	9	67.1%	30	12.5%	4	1.1%	1	4.8%	1	23.5%	6
Outside Study Area: Charnwood																		
FLIX Student Cinema, Cope Auditorium, Epinal Way, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Odeon Cinema, 7 Cattle Market, Loughborough	3.2%	24	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Odeon Coventry, Skydome, Croft Road, Coventry	0.8%	6	7.1%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinemas, Gielgud Way, Coventry	1.9%	14	10.9%	9	14.3%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Odeon Cinema, Midland Court, Central Park, Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Outside Study Area: Melton Mowbray																		
The Regal Cinema, 8 King Street, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
Odeon Cinema, Bermuda Park, St David's Way, Nuneaton	4.7%	35	41.9%	34	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Other LA																		
Cineworld, The Corner House, Forman Street, Nottingham	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Pegasus Court, Wellingborough Road, Kettering	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	5	0.9%	1	0.0%	0	0.0%	0	1.0%	0	4.7%	1	0.0%	0	0.0%	0	8.0%	2
Outside Study Area: Rugby																		
Cineworld Cinemas, Junction One Retail & Leisure Park, Leicester Road, Rugby	0.9%	7	1.5%	1	0.0%	0	25.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
(Don't know / can't remember varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	752	81	25	16	44	29	52	23	27									
Sample:	630	54	37	43	48	45	38	26	26									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Q39 Which centre/facility did you last visit to go to a restaurant?																	
<i>Those who visit a restaurant at Q36 AND Excl. DK, Internet, Markets</i>																	
Zone 1																	
Burbage	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinkley	3.0%	29	25.2%	18	24.2%	7	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sapcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Stoney Stanton	0.1%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Desford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Earl Shilton	0.4%	4	2.6%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Elmesthorpe	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huncote	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbold Verdon	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurlaston	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Ashby Magna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby Parva	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Astley	0.7%	6	1.0%	1	2.9%	1	11.7%	3	1.0%	1	0.0%	0	1.4%	0	0.0%	0	0.0%
Bruntingthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunton Bassett	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gilmorton	0.6%	6	0.0%	0	0.0%	0	12.2%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Peatling Parva	0.1%	1	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ullesthorpe	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Blaby	0.8%	7	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Cosby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Countesthorpe	0.7%	6	0.0%	0	0.0%	0	2.4%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Kilby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Peatling Magna	0.7%	7	0.0%	0	0.0%	0	0.0%	0	9.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Whetstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Adlington	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Glen	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.9%	1	0.0%	0	2.5%	1	0.0%
Kibworth	1.0%	10	0.0%	0	1.7%	1	0.0%	0	1.0%	1	10.7%	4	0.0%	0	2.5%	1	1.2%
Queniborough	0.3%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Scraptoft	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	9.1%
South Croxton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurnby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Zone 6																	
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highcross, Leicester	1.6%	16	0.0%	0	1.7%	1	1.3%	0	2.9%	2	3.1%	1	1.2%	1	0.0%	0	3.5%
Leicester City Centre	43.9%	429	12.0%	9	17.8%	5	24.1%	6	16.9%	11	25.6%	9	65.7%	49	77.9%	25	55.7%
Wood Hill	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%
Zone 7																	
Highfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%
Zone 8																	
Evington Village	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	10.7%
Hamilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Humberstone Village	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%
Zone 9																	
Wolsey Island	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10																	
Abbey Retail Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Shopping Centre, Leicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belgrave Boulevard	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Zone 11																	
Aylestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clarendon Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Glen Parva	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knighthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoneygate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%
Stoughton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Zone 12																	
Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freemans Park, Leicester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Narborough Road North Retail Park, Leicester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%
Zone 13																	
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Oadby	1.3%	13	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.6%	1	0.0%	0	2.8%	1	1.2%	1
Wigston	1.1%	11	0.0%	0	0.0%	0	0.0%	0	3.3%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Anstey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Barrow upon Soar	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charnwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cropston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.2%	1
Mountsorrel	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rearsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sileby	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	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
Woodhouse	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groby	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby Muxloe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ratby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Woodhouse Eaves	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Zone 16																		
Enderby	1.1%	11	0.0%	0	0.0%	0	1.1%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.6%	6	0.0%	0	0.0%	0	3.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Grove Farm Triangle, Leicester	1.8%	18	0.0%	0	10.2%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Forest East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meridian Leisure Park, Leicester	6.1%	59	11.7%	8	10.2%	3	5.5%	1	10.9%	7	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Narborough	0.2%	2	0.0%	0	1.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																		
Littlethorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorse Covert Shopping Centre, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	1.7%	17	0.7%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.3%	4	1.4%	0	0.0%	0
Hoton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymeswold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvis Retail Park, Coventry	0.5%	5	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ansty Road Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.4%	4	0.0%	0	0.0%	0	10.5%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	1.0%	9	0.0%	0	0.0%	0	0.0%	0	2.9%	2	7.6%	3	0.0%	0	0.0%	0	1.2%	1
Bitteswell	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Langton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gumley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kilworth	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Hinckley & Bosover BC																		
Barwell	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Bosworth	0.3%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheepy Parva	0.2%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twycross	0.2%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dadlington	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Melton Mowbray	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Somerby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Coalville	0.3%	3	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Ibstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markfield	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
Outside Study Area: Nuneaton & Bedworth																		
Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	1.1%	11	15.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Birmingham	0.2%	2	0.0%	0	2.4%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.6%	15	0.0%	0	2.7%	1	1.1%	0	1.3%	1	5.0%	2	4.5%	3	0.0%	0	1.2%	1
Coventry	0.5%	5	0.0%	0	0.0%	0	2.7%	1	2.5%	2	1.6%	1	0.0%	0	2.1%	1	0.0%	0
Leeds	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.1%	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
Nottingham	1.3%	13	0.0%	0	0.0%	0	1.1%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon	0.2%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA:																		
Abroad	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other	2.4%	23	3.2%	2	4.2%	1	2.4%	1	8.8%	6	13.9%	5	0.0%	0	0.0%	0	3.5%	2
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.7%	6	6.1%	4	1.7%	1	1.1%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other																		
(Don't know / can't remember / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	978			71		30		26		66		34		74		32		49
Sample:	888			57		49		68		74		57		50		35		54

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q40 Which centre/facility did you last visit to go to bars, pubs and nightclubs?																		
<i>Those who visit pubs, bars and nightclubs at Q36 AND Excl. DK, Internet, Markets</i>																		
Zone 1																		
Burbage	1.3%	9	14.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	5.2%	36	46.9%	29	15.0%	4	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote	0.8%	6	8.1%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Stoney Stanton	1.8%	13	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolvey	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Desford	0.4%	3	0.0%	0	2.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Earl Shilton	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elmesthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbold Verdon	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Ashby Magna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby Parva	0.1%	1	0.0%	0	0.0%	0	1.7%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley	1.0%	7	0.8%	0	0.0%	0	26.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claybrooke Magna	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunton Bassett	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton	0.8%	6	0.0%	0	12.2%	3	5.4%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peatling Parva	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shearsby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	2.5%	17	0.0%	0	0.0%	0	0.0%	0	19.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosby	0.9%	7	0.0%	0	1.2%	0	0.0%	0	10.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.8%	6	0.0%	0	0.0%	0	3.5%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Adlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	3	0.0%	0	0.0%	0	0.0%	0
Queniborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Scraftoft	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	6
Thurnby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	0.0%	0	0.0%	0	1.6%	1
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	41.4%	291	12.4%	8	27.2%	7	17.7%	4	27.3%	11	38.9%	7	82.3%	13	66.1%	10	47.7%	18
Zone 7																		
Highfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	11.3%	4
Hamilton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0
Humberstone Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	1.6%	1
Zone 9																		
Wolsey Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barley Croft	0.2%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Lodge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Boulevard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarendon Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Glen Parva	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knighton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0
Stoughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Braunstone	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freemans Park, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Road North Retail Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcotes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Oadby	4.8%	34	0.0%	0	0.0%	0	0.0%	0	5.0%	2	7.0%	1	2.4%	0	10.5%	2	7.7%	3
Wigston	2.9%	20	0.0%	0	0.0%	0	0.0%	0	7.1%	3	4.6%	1	0.0%	0	4.3%	1	1.6%	1
Zone 14																		
Anstey	0.6%	4	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow upon Soar	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cropston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrel	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn	0.6%	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
Rearsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Sileby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swithland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thrusington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Woodhouse	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Glenfield	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Groby	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby Muxloe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford	0.6%	4	0.0%	0	12.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ratby	0.2%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothley	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Syston	0.6%	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
Woodhouse Eaves	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	1.3%	9	0.0%	0	0.0%	0	1.4%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Fosse Park South, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Farm Triangle, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Forest East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meridian Leisure Park, Leicester	0.6%	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
Narborough	1.8%	12	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																		
Littlethorpe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	2.5%	17	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.7%	5	0.0%	0	0.0%	0	14.5%	3	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.3%	2	0.0%	0	2.9%	1	1.4%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Foxton	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Langton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside study area: Hinckley & Bosover BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copt Oak	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Bosworth	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleton	0.1%	1	1.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Outside Study Area: North West Leicestershire																		
Coalville	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
Thornton	0.4%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donisthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.7%	5	7.0%	4	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Birmingham	0.2%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Central London	1.0%	7	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.2%	1	0.8%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA:																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	6	1.2%	1	0.0%	0	3.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.4%	2	0.0%	0	2.1%	1	2.3%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Other																		
(Don't know / can't remember / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		702		62		25		20		41		19		15		16		38
Sample:		631		53		38		54		42		31		25		14		41

Q41 Which centre/facility did you last visit to go ten-pin bowling?*Those who visit ten pin bowling at Q36 AND Excl. DK, Internet, Markets*

Zone 16																		
Hollywood Bowl, Meridian Leisure Park, Lubbethorpe Way	91.3%	305	32.8%	8	100.0%	13	56.4%	5	100.0%	29	72.4%	4	83.7%	11	100.0%	8	89.9%	8
Outside Study Area: Nuneaton & Bedworth																		
MFA Bowl, St Davids Way, Bermuda Park, Nuneaton	1.7%	6	22.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Rugby Superbowl, Junction One Retail Park, Leicester Road, Rugby	2.4%	8	0.0%	0	0.0%	0	40.1%	3	0.0%	0	17.9%	1	16.3%	2	0.0%	0	10.1%	1
Outside Study Area: Coventry																		
Tenpin, Crosspoint Business Park, Olivier Way, Coventry	1.9%	6	23.4%	6	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Central London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	2.3%	8	21.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strykers Pleasure Bowl, Castle Grounds Riverdrive, Tamworth	0.1%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		334		26		13		8		29		5		13		8		9
Sample:		206		20		9		15		25		9		7		5		4

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q42 Which centre/facility did you last visit to play bingo?																		
<i>Those who visit bingo at Q36 AND Excl. DK, Internet, Markets</i>																		
Zone 1																		
Flutters, 2 Rugby Road, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 7																		
Blue Star Social Club, Evington Road, Leicester	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1		
Zone 10																		
Gala Bingo, 100 Beaumont Way, Leicester	33.0%	30	37.6%	1	52.5%	1	50.1%	0	50.0%	1	0.0%	0	0.0%	0	26.2%	0	8.9%	1
Zone 11																		
Knighton & Clarendon Conservative Club, Clarendon Park Road, Leicester	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Lane Working Mans Club, Saffron Lane, Leicester	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Mecca Bingo, Freemans Park Campus, Aylestone Road, Leicester	51.3%	46	0.0%	0	47.4%	1	0.0%	0	50.0%	1	0.0%	0	100.0%	3	73.8%	1	80.4%	8
Zone 13																		
Wigston	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Royal Oak, Main Sreett, Kirby Muxloe	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Beacon Bingo, The old cinema, Baxter Gate, Loughborough	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Gala Bingo Coventry Savoy, Savoy Buildings, Radford Road, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Brade Drive, Walsgrave, Coventry	0.8%	1	31.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Harborough DC																		
Lutterworth	0.3%	0	0.0%	0	0.0%	0	50.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Flutters Bingo & Social Club, Jackson Street, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
Palace Bingo, Leicester Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bingo Rooms, Bond Street, Nuneaton	0.8%	1	31.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Gala Bingo, Liversage Street, Derby	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	90		2		2		1		1		0		3		2		10	
Sample:	66		3		5		2		2		0		2		3		6	

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q43 Which centre/facility did you last visit for art/culture activities (i.e. theatres / galleries / museums)?																		
<i>Those who visit art / cultural activities at Q36 AND Excl. DK, Internet, Markets</i>																		
Zone 1																		
Burbage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	1.4%	11	7.9%	4	11.8%	3	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Britannia Centre, Hinckley	0.1%	1	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Desford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Ashby Magna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Adlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	70.8%	528	38.4%	22	49.2%	13	46.6%	8	64.8%	35	77.2%	22	81.7%	27	63.8%	16	88.5%	38
Vaughan Way Development, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Zone 7																		
Highfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Wolsey Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Shopping Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																		
Littlethorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Loughborough	1.6%	12	0.0%	0	4.1%	1	0.0%	0	9.8%	5	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foleshill Road Retail Park, Coventry	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.2%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Kilworth	0.1%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Kilworth	1.1%	8	1.3%	1	0.0%	0	0.0%	0	3.0%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Hinckley & Bosover BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton																		

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Outside Study Area: North West Leicestershire																		
Coalville	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.5%	3	5.4%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Road Retail Park, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Outside study area: Other LA																		
Birmingham	1.6%	12	8.3%	5	4.6%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Central London	8.4%	63	7.7%	4	6.4%	2	22.4%	4	13.3%	7	16.2%	5	13.5%	4	1.8%	0	6.1%	3
Coventry	0.3%	3	1.3%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	1.9%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	2.3%	17	4.5%	3	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0	3.2%	1	0.0%	0
Nottingham	3.9%	29	7.7%	4	1.9%	1	1.5%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.6%	1
Stratford-upon-Avon	0.6%	5	4.5%	3	1.9%	1	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA:																		
Abroad	1.7%	13	3.2%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	2.0%	1	13.5%	3	0.0%	0
Other	3.7%	28	6.9%	4	15.4%	4	1.0%	0	9.1%	5	0.0%	0	1.7%	1	1.8%	0	0.0%	0
Outside Study Area: Rugby Centre, Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
(Don't know / can't remember / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	746	56	27	18	54	28	33	25	43									
Sample:	744	51	51	51	60	48	36	34	48									

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q44 Which centre/facility did you last visit for running / cycling / outdoor activities?																	
<i>Those who visit running / outdoor activities at Q36 AND Excl. DK, Internet, Markets</i>																	
Zone 1																	
Burbage	0.4%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinkley	6.5%	25	64.1%	24	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sapcote	1.3%	5	13.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharnford	0.1%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Desford	0.1%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Earl Shilton	0.6%	2	0.0%	0	15.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huncote	0.1%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurlaston	0.2%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Ashby Magna	0.6%	2	0.0%	0	0.0%	0	23.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Astley	0.5%	2	0.0%	0	0.0%	0	18.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ullesthorpe	0.1%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton	0.1%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Blaby	1.2%	5	2.3%	1	0.0%	0	0.0%	0	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Cosby	1.5%	6	0.0%	0	0.0%	0	7.2%	1	13.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Countesthorpe	1.0%	4	0.0%	0	0.0%	0	0.0%	0	12.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleckney	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Whetstone	0.7%	3	0.0%	0	0.0%	0	13.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Adlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kibworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%	2	0.0%	0	0.0%	0	0.0%
Scraptoft	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	27.5%	105	4.9%	2	27.3%	4	0.0%	0	12.7%	4	42.6%	2	32.8%	5	42.2%	3	80.9%
Zone 7																	
Highfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Evington Village	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0	0.0%	0	18.4%	1	9.6%
Humberstone Village	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	4	21.1%	2	3.2%
Zone 9																	
Wolsey Island	0.2%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10																	
Abbey Retail Park, Leicester	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barley Croft	0.3%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belgrave Boulevard	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11																	
Aylestone	4.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glen Parva	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoneygate	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	2	8.3%	1	0.0%
Zone 12																	
Braunstone	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 13																	
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oadby	3.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0	28.0%	4	0.0%	0	0.0%
Wigston	3.4%	13	0.0%	0	0.0%	0	0.0%	0	12.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 14																	
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barrow upon Soar	4.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Charnwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	1	0.0%	0	0.0%	0	0.0%
Mountsorrel	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quorn	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sileby	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thruslington	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wanlip	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodhouse	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 15																	
Glenfield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newtown Linford	4.1%	15	1.9%	1	0.0%	0	0.0%	0	10.5%	3	0.0%	0	0.0%	0	0.0%	0	6.4%
Ratby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodhouse Eaves	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Zone 16																		
Enderby	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park South, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Forest East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough	2.5%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																		
Littlethorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ansty Road Retail Park, Coventry	1.4%	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
Outside Study Area: Market Harborough																		
Lutterworth	0.9%	4	0.0%	0	0.0%	0	19.1%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.5%	2	0.0%	0	0.0%	0	3.8%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bitteswell	0.1%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cold Ashby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Hinckley & Bosover BC																		
Barwell	0.1%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagworth	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Bosworth	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleton	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Somerby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.1%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
London	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA:																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	9.9%	38	1.9%	1	21.3%	3	3.4%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Other																		
(Don't know / can't remember / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	381	37	14	10	29	5	16	8	19									
Sample:	307	30	19	23	32	10	15	11	16									

Weighted:

October 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q45 How do you normally travel when visiting leisure destinations?																		
<i>Those who do leisure activities at Q36</i>																		
Car / van (as driver)	63.3%	848	80.9%	95	79.4%	37	84.3%	27	74.1%	58	79.2%	39	45.6%	43	57.5%	37	53.5%	35
Car / van (as passenger)	13.1%	176	9.8%	12	12.4%	6	4.6%	1	8.9%	7	14.0%	7	12.0%	11	7.8%	5	20.3%	13
Bus, minibus or coach	7.9%	106	0.8%	1	4.5%	2	4.0%	1	5.8%	5	2.1%	1	6.6%	6	17.9%	11	15.0%	10
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.4%	127	6.3%	7	2.2%	1	2.1%	1	5.9%	5	2.1%	1	18.9%	18	12.7%	8	6.6%	4
Taxi	1.8%	24	1.0%	1	0.0%	0	0.9%	0	1.4%	1	0.0%	0	5.7%	5	0.0%	0	2.3%	2
Train	0.5%	6	0.6%	1	0.6%	0	0.9%	0	0.0%	0	1.1%	1	0.4%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.2%	16	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	1
Mobility scooter / disability vehicle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	34	0.6%	1	0.9%	0	2.2%	1	3.9%	3	1.4%	1	10.1%	9	4.1%	3	0.9%	1
Weighted base:		1340		118		47		32		78		49		94		64		66
Sample:		1306		92		85		88		91		79		73		71		77

Q46 Which leisure facilities would you like to see more of in the area? [MR]

Bars / pubs	1.0%	16	1.4%	2	0.8%	0	2.0%	1	0.0%	0	0.0%	0	0.3%	0	0.5%	0	0.0%	0
Better shopping facilities	0.7%	12	2.1%	3	1.0%	1	3.0%	1	0.5%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Bowling alley	2.4%	38	12.0%	15	6.7%	4	0.8%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Cinema	3.9%	63	25.3%	32	14.9%	8	0.5%	0	3.0%	3	1.0%	1	0.6%	1	1.7%	2	1.1%	1
Concert hall / venue	1.9%	30	0.0%	0	1.8%	1	2.7%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.3%	1
Cycle paths / area	2.5%	40	5.5%	7	12.7%	7	0.8%	0	2.6%	2	1.4%	1	0.6%	1	0.0%	0	0.0%	0
Dance facilities	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.6%	0	0.0%	0	0.9%	1	0.0%	0
Extreme sports	0.0%	1	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness (Gym)	2.3%	38	5.1%	7	0.0%	0	2.0%	1	3.0%	3	3.3%	2	0.0%	0	1.6%	1	3.7%	3
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	1.6%	26	0.4%	0	7.4%	4	0.0%	0	4.5%	4	0.6%	0	0.5%	1	0.5%	0	0.7%	1
Karting	0.0%	1	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.1%	66	2.7%	3	11.6%	6	23.3%	8	14.5%	13	2.3%	1	2.6%	3	3.2%	3	2.7%	2
More children facilities / activities	4.8%	78	3.1%	4	3.2%	2	2.4%	1	15.3%	13	1.7%	1	11.8%	14	6.2%	6	1.3%	1
More sports facilities (football pitches, tennis courts)	2.0%	33	1.1%	1	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.4%	1	0.7%	1
Museum / art galleries	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0
Outdoor play areas / park facilities	1.6%	25	2.7%	3	1.6%	1	0.0%	0	0.7%	1	0.6%	0	2.3%	3	5.9%	5	3.3%	3
Paintballing	0.2%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	1.3%	22	3.1%	4	0.0%	0	1.7%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.7%	1
Swimming pool	8.4%	136	11.1%	14	8.0%	4	21.2%	7	15.4%	13	8.8%	5	7.6%	9	10.9%	10	5.4%	5
Theatre	0.4%	7	0.0%	0	0.0%	0	2.7%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other	2.2%	35	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	11	0.0%	0	3.9%	3
Roller skating	0.5%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Golf	0.2%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Activities for older people	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Social club / community centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.3%	0	0.0%	0	0.0%	0
(None)	63.9%	1033	54.4%	70	59.0%	31	51.7%	18	54.8%	48	78.6%	48	66.5%	80	54.4%	49	73.1%	62
(Don't know)	6.7%	108	3.2%	4	1.7%	1	2.4%	1	1.5%	1	3.3%	2	3.7%	4	20.9%	19	6.6%	6
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

GEN Gender of respondent.

Male	35.7%	577	31.8%	41	39.9%	21	32.8%	12	30.5%	26	30.9%	19	34.5%	42	45.1%	41	33.1%	28
Female	64.3%	1040	68.2%	88	60.1%	31	67.2%	24	69.5%	60	69.1%	42	65.5%	79	54.9%	50	66.9%	57
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
AGE Could I ask, how old are you?																		
18 – 24 years	6.6%	107	6.8%	9	5.1%	3	0.0%	0	0.0%	0	5.2%	3	14.1%	17	13.5%	12	0.0%	0
25 – 34 years	16.5%	267	23.7%	30	17.6%	9	11.2%	4	15.7%	14	18.2%	11	42.5%	51	10.5%	9	7.5%	6
35 – 44 years	19.3%	311	31.3%	40	8.4%	4	18.1%	6	26.4%	23	10.9%	7	12.9%	16	17.0%	15	2.7%	2
45 – 54 years	16.9%	273	25.2%	32	13.3%	7	23.0%	8	26.0%	23	19.0%	12	7.4%	9	11.1%	10	8.6%	7
55 – 64 years	16.0%	259	6.7%	9	24.1%	13	31.5%	11	16.1%	14	12.4%	8	8.9%	11	18.8%	17	27.1%	23
65+ years	20.8%	336	5.6%	7	26.0%	14	14.2%	5	13.8%	12	30.8%	19	9.8%	12	20.2%	18	45.5%	39
(Refused)	4.0%	64	0.7%	1	5.6%	3	2.1%	1	2.0%	2	3.4%	2	4.3%	5	8.9%	8	8.6%	7
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101
ADU How many adults, including yourself, live in your household (16 years and above)?																		
One	19.2%	311	17.3%	22	19.4%	10	9.1%	3	13.7%	12	14.0%	9	13.5%	16	30.1%	27	25.9%	22
Two	47.5%	768	57.5%	74	57.9%	30	71.3%	25	58.4%	51	50.5%	31	31.5%	38	27.3%	25	47.7%	41
Three	16.2%	262	12.5%	16	16.5%	9	15.5%	5	21.0%	18	5.4%	3	27.1%	33	17.6%	16	14.0%	12
Four or more	12.6%	204	11.4%	15	1.8%	1	3.1%	1	4.6%	4	19.4%	12	23.0%	28	17.8%	16	4.5%	4
(Refused)	4.5%	72	1.3%	2	4.4%	2	1.1%	0	2.2%	2	10.7%	7	4.9%	6	7.2%	7	7.9%	7
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101
CHI How many children aged under 16 years old are there living in your household?																		
None	64.1%	1035	51.5%	66	68.9%	36	59.5%	21	60.5%	53	71.1%	44	50.3%	60	67.9%	62	78.9%	67
One	9.7%	156	22.3%	29	4.7%	2	9.5%	3	12.0%	10	10.8%	7	7.6%	9	3.4%	3	6.4%	5
Two	15.4%	249	16.7%	21	17.8%	9	18.8%	7	18.4%	16	6.6%	4	25.2%	30	15.5%	14	7.5%	6
Three	5.4%	87	8.2%	11	4.2%	2	2.8%	1	7.9%	7	0.9%	1	7.3%	9	5.7%	5	0.0%	0
Four or more	1.1%	18	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	4.1%	5	0.9%	1	0.0%	0
(Refused)	4.4%	71	1.3%	2	4.4%	2	1.9%	1	1.2%	1	10.7%	7	5.5%	7	6.7%	6	7.1%	6
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101
CAR How many cars does your household own or have the use of?																		
None	11.8%	191	2.0%	3	9.5%	5	4.1%	1	3.9%	3	4.6%	3	17.5%	21	23.6%	21	16.2%	14
One	36.3%	587	41.6%	53	30.2%	16	20.1%	7	30.7%	27	19.3%	12	47.1%	57	49.4%	45	44.4%	38
Two	35.2%	569	40.3%	52	36.6%	19	49.0%	17	45.5%	40	40.2%	25	27.4%	33	17.3%	16	25.6%	22
Three or more	12.5%	202	14.8%	19	19.4%	10	25.7%	9	18.6%	16	25.9%	16	4.3%	5	3.0%	3	6.6%	6
(Refused)	4.2%	68	1.3%	2	4.4%	2	1.1%	0	1.2%	1	10.1%	6	3.7%	4	6.7%	6	7.1%	6
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101
EMP Is the chief wage earner in full-time or part-time employment?																		
<i>Those in employment</i>																		
Full-time	74.0%	915	90.1%	106	68.8%	26	75.2%	21	80.9%	60	66.4%	28	83.0%	74	57.6%	35	49.9%	29
Part-time	9.5%	118	4.5%	5	15.0%	6	5.3%	2	11.2%	8	8.4%	4	5.9%	5	16.4%	10	8.5%	5
Retired - private company pension	16.2%	199	5.4%	6	16.2%	6	19.5%	6	7.9%	6	25.2%	11	9.6%	9	24.6%	15	41.6%	24
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Weighted base:		1235		118		37		28		74		42		90		61		58
Sample:		1108		87		59		76		75		67		62		65		64
HOM Do you own your own home?																		
Yes	75.2%	1216	80.8%	104	69.0%	36	84.9%	30	84.8%	74	73.5%	45	67.6%	81	54.4%	49	74.8%	64
No	19.6%	317	17.3%	22	25.6%	13	11.8%	4	13.3%	12	21.9%	13	28.1%	34	34.2%	31	17.4%	15
(Refused)	5.2%	84	1.9%	2	5.4%	3	3.3%	1	2.0%	2	4.6%	3	4.3%	5	11.3%	10	7.9%	7
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?																		
White	76.7%	1239	98.7%	127	95.0%	50	98.9%	35	97.3%	84	86.3%	53	23.1%	28	41.5%	38	90.3%	77
Indian	12.0%	194	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	37.4%	45	31.3%	28	1.3%	1
Pakistani	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	9	5.3%	5	0.0%	0
Bangladeshi	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	12	0.7%	1	0.0%	0
Other Asian	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	14	10.7%	10	1.3%	1
Black Caribbean	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.7%	6	0.5%	0	0.0%	0
Black African	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other Black	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Mixed Race	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.7%	92	1.3%	2	5.0%	3	1.1%	0	1.5%	1	11.5%	7	4.6%	6	10.1%	9	6.4%	5
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

QUOTA Zone

Zone 1	8.0%	129	100.0%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	3.2%	52	0.0%	0	100.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	2.2%	35	0.0%	0	0.0%	0	100.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.4%	87	0.0%	0	0.0%	0	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	3.8%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	61	0.0%	0	0.0%	0	0.0%	0
Zone 6	7.4%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	120	0.0%	0	0.0%	0
Zone 7	5.6%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	91	0.0%	0
Zone 8	5.3%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	85
Zone 9	6.5%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	4.3%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	8.7%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	12.7%	205	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	6.6%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	12.3%	199	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	3.9%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16	4.2%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

PC Postcode	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
LE1 2	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0
LE1 3	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
LE1 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
LE1 6	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0
LE1 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
LE100	3.7%	59	46.1%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE101	1.2%	19	15.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE102	2.2%	35	27.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE103	0.2%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE127	3.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE128	3.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE175	1.0%	16	0.0%	0	0.0%	0	44.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE181	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE182	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE183	1.3%	21	0.0%	0	0.0%	0	0.0%	0	24.1%	21	0.0%	0	0.0%	0	0.0%	0
LE184	1.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE192	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE193	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE194	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 0	1.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	31	0.0%	0	0.0%	0
LE2 1	2.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	36	0.0%	0	0.0%	0
LE2 2	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 3	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 4	1.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 5	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 6	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 7	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 8	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 9	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 0	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 1	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 2	2.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 3	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 5	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 6	2.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 8	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE3 9	2.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 0	2.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 1	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 2	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 3	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 4	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 5	1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 6	2.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 7	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 8	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 9	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE5 0	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	17	0.0%	0
LE5 1	2.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.1%	38
LE5 2	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.6%	29
LE5 3	2.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	37	0.0%	0	0.0%	0
LE5 4	2.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.8%	33	0.0%	0
LE5 5	2.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.7%	41	0.0%	0
LE5 6	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	19
LE6 0	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE7 1	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE7 2	1.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE7 3	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%	17	0.0%	0	0.0%	0
LE7 4	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE7 7	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE7 9	1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.1%	24	0.0%	0	0.0%	0
LE8 0	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	14	0.0%	0	0.0%	0
LE8 4	1.0%	16	0.0%	0	0.0%	0	0.0%	0	18.3%	16	0.0%	0	0.0%	0	0.0%	0
LE8 5	1.0%	16	0.0%	0	0.0%	0	0.0%	0	18.5%	16	0.0%	0	0.0%	0	0.0%	0
LE8 6	0.9%	14	0.0%	0	0.0%	0	0.0%	0	16.2%	14	0.0%	0	0.0%	0	0.0%	0
LE8 8	0.6%	10	0.0%	0	0.0%	0	0.0%	0	11.7%	10	0.0%	0	0.0%	0	0.0%	0
LE8 9	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	6	0.0%	0	0.0%	0
LE9 1	0.6%	10	0.0%	0	0.0%	0	0.0%	0	11.3%	10	0.0%	0	0.0%	0	0.0%	0
LE9 2	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE9 3	0.6%	9	0.0%	0	17.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE9 4	0.7%	11	8.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE9 6	1.2%	20	0.0%	0	0.0%	0	55.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Leicester and Blaby Town Centre and Retail Study for WYG

Weighted:

October 2014

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
LE9 7	1.8%	30	0.0%	0	56.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE9 9	0.9%	14	0.0%	0	26.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1617		129		52		35		87		61		120		91		85
Sample:		1614		101		100		102		100		100		100		100		101

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q01 Where did you last go to undertake your main food and grocery shopping?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Aldi, Watling Street, Hinckley	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley	3.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Hill Street, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Watling Street, Hinckley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hawley Road, Hinckley	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
Morrisons, Normandy Way, Hinckley	2.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brunel Road, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Hinckley	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Yard, Hinckley	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Zone 2																		
Co Op - Foodstore, High Street, Desford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Newbold Verdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Pochin Street, Croft	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Wood Street, Earl Shilton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Co Op - Foodstore, Main Street, Broughton Astley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Aldi, Welford Road, Blaby	2.2%	33	0.0%	0	0.0%	0	1.9%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	7.4%	5
Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Dog & Gun Lane, Whetstone	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co Op - Foodstore, High Street, Fleckney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Lutterworth Road, Whetstone	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Fleckney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King William Iv, The Square, Countesthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Johns Court, Blaby	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Zone 5																		
Co Op - Foodstore, High Street, Kibworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Great Glen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Houghton On The Hill	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Station Road, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Zone 6																		
Aldi, St Georges Retail Park, St Georges Way, Leicester	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Kemble Square, Leicester	0.2%	3	1.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Gate, Leicester	0.7%	11	1.5%	1	0.6%	0	0.0%	0	1.8%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0
K P Supermarket, Melbourne Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	1.7%	26	3.7%	4	0.0%	0	5.0%	7	2.2%	4	0.0%	0	2.0%	4	0.0%	0	0.8%	1
M&S Foodhall, Gallowtree Gate, Leicester	0.4%	5	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Granby Street, Leicester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Sainsburys, Humberstone Gate, Leicester	1.7%	26	3.0%	3	4.9%	3	2.2%	3	0.6%	1	0.7%	1	0.0%	0	2.8%	2	2.3%	2
Tesco Express, Belgrave Gate, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Evington Road, Leicester	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
Sainsburys Local, London Road, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Queens Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.0%	1
Tesco Metro, Ethel Road, Leicester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Zone 7																		
Co Op - Foodstore, Rowlatts Hill Road, Leicester	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Uppingham Road, Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Uppingham Road, Leicester	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pak Foods, Uppingham Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Co Op - Foodstore, Downing Drive, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co Op - Foodstore, Main Street, Evington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evington Village	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
Sainsburys Local, Sandhills Avenue, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton	7.2%	110	20.8%	21	0.0%	0	0.0%	0	0.0%	0	4.8%	5	3.3%	6	0.0%	0	0.0%	0
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	4.0%	61	5.3%	5	10.8%	7	2.7%	4	11.1%	22	0.7%	1	3.0%	5	0.7%	0	1.8%	1
Co Op - Foodstore, Thurmaston Lane, Thurmaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gipsy Lane, Leicester	1.1%	17	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Loughborough Road, Leicester	0.8%	12	8.0%	8	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Sainsburys, Melton Road, Thurmaston	2.3%	35	19.8%	20	3.9%	3	0.0%	0	0.6%	1	0.0%	0	2.2%	4	2.8%	2	0.0%	0
Tesco Express, Humberstone Lane, Leicester	0.2%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Express, Melton Road, Leicester	0.5%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0
Zone 10																		
Barley Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	0.3%	5	0.0%	0	2.5%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Iceland, Fletcher Mall, Leicester	0.1%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bradgate Mall, Leicester	5.3%	80	1.9%	2	45.0%	30	0.7%	1	8.3%	16	0.5%	0	9.2%	17	13.0%	7	3.2%	2
Zone 11																		
Aldi, Aylestone Road, Leicester	1.8%	27	0.0%	0	0.6%	0	11.0%	15	3.4%	7	1.8%	2	0.0%	0	1.1%	1	0.0%	0
Co Op - Foodstore, Aberdale Road, Leicester	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Aylestone Road, Leicester	0.1%	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
Co Op - Foodstore, Clarendon Park Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Hillsborough Road, Glen Parva	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Leicester	0.8%	11	0.0%	0	0.0%	0	2.2%	3	1.2%	2	0.9%	1	0.0%	0	0.0%	0	2.0%	1
Local shops, Aylestone	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Aldi, Woodgate, Leicester	2.4%	36	0.0%	0	14.4%	10	0.0%	0	12.4%	24	0.0%	0	0.8%	1	1.5%	1	0.8%	1

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Asda, Narborough Road South, Braunstone	5.2%	79	0.0%	0	1.6%	1	3.4%	5	14.2%	28	2.3%	2	0.8%	1	5.8%	3	18.5%	12
Co Op - Foodstore, Aikman Avenue, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Fosse Road North, Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Groby Road, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0
Co Op - Foodstore, Turnbull Drive, Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Narborough Road, Leicester	0.6%	9	0.0%	0	0.0%	0	4.4%	6	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 9 Counting House Road, Leicester	2.7%	41	0.7%	1	0.0%	0	9.4%	13	8.5%	16	0.9%	1	0.8%	1	3.6%	2	0.8%	1
Sainsburys Local, Narborough Road, Leicester	0.5%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Western Boulevard, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Narborough Road Retail Park, Narborough Road, Leicester	1.3%	20	0.0%	0	0.0%	0	0.0%	0	7.3%	14	0.0%	0	2.0%	4	1.5%	1	1.4%	1
Zone 13																		
Aldi, Bull Head Street, Wigston	2.2%	34	0.0%	0	0.0%	0	1.3%	2	0.0%	0	19.5%	20	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby	7.3%	112	0.0%	0	0.0%	0	32.5%	44	0.0%	0	18.6%	19	0.0%	0	0.0%	0	2.0%	1
Co Op - Foodstore, The Parade, Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston	0.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, The Parade, Oadby	0.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Leicester Road, Wigston	0.2%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shire Court, Gloucester Crescent, Wigston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Bell Street, Wigston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Glen Road, Oadby	3.3%	51	0.7%	1	1.2%	1	2.8%	4	0.0%	0	21.4%	22	0.0%	0	0.0%	0	0.0%	0
Tesco, Blaby Road, Wigston	1.7%	26	0.0%	0	0.0%	0	3.5%	5	0.0%	0	6.9%	7	0.0%	0	0.0%	0	2.1%	1
Waitrose, Harborough Road, Oadby	1.7%	25	0.0%	0	0.0%	0	1.8%	2	0.6%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Aldi, Melton Road, Syston	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	15	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Thurmaston	5.1%	78	16.3%	16	2.1%	1	0.0%	0	0.6%	1	0.0%	0	23.7%	43	3.5%	2	0.5%	0
Co Op - Foodstore, Town Square, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Wanlip Lane, Birstall	0.2%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Anstey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sileby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
M&S Simply Food, Thurmaston Shopping Centre, Barkby Thorpe Lane, Leicester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Tesco Metro, Melton Road, Syston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Zone 15																		
Budgens, Laundon Way, Groby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Co Op - Foodstore, Leicester Road, Groby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co Op - Foodstore, Station Road, Glenfield	0.9%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.3%	2	12.2%	7	2.0%	1
Local shops, Ratby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Zone 16																		
Aldi, Meridian Way, Leicester	1.4%	21	0.0%	0	2.5%	2	0.0%	0	4.2%	8	0.0%	0	0.0%	0	6.5%	4	8.8%	6
Co Op - Foodstore, Cross Street, Enderby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2

Column %ges.

Weighted:

October 2014

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Co Op - Foodstore, Hinckley Road, Leicester Forest East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
M&S Foodhall, Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	3.5%	2	2.7%	2
Sainsburys Local, Hinckley Road, Leicester Forest East	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsburys, Grove Farm Triangle, Enderby	4.8%	74	0.0%	0	0.6%	0	7.3%	10	9.5%	19	0.7%	1	0.8%	1	19.7%	11	29.8%	19
Outside Study Area: Charnwood																		
Aldi, Belton Road, Loughborough	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	14	0.0%	0	0.0%	0
Loughborough	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	10	0.0%	0	0.0%	0
Morrisons, Maxwell Drive, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsburys, Greenclose Lane, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	18	2.1%	1	0.0%	0
Tesco, The Rushes, Loughborough	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Asda, Brade Drive, Coventry	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Coventry	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parkgate Road, Coventry	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
Morrisons, Skipworth Road, Binley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsburys, Trinity Street, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Olivier Way Cross Point Business Park, Hinckley Road, Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cannon Park Centre, Lynchgate Road, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clifford Bridge Road, Walsgrave	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Aldi, Springfield Street, Market Harborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, George Street, Lutterworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Lutterworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.3%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsburys, St Marys Place, Market Harborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Square, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rutland Street, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Aldi, Dents Road, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Asda, Ashby Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Ashby Road, Ibstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

Column %ges.

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Coalville																		
Tesco Extra, Resolution Road, Ashby-de-la-Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
Asda, Newtown Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Camborne Drive, Nuneaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Other LA																		
Other	0.5%	8	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Asda, Chapel Street, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Dunchurch Road, Rugby	0.4%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Tesco, Leicester Road, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1521		99		66		136		194		104		182		55		65	
Sample:	1523		98		94		99		96		98		90		89		98	

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?*Those who use the internet at Q01*

Asda	35.2%	26	0.0%	0	0.0%	0	0.0%	0	63.2%	5	60.2%	1	0.0%	0	27.6%	2	0.0%	0
Morrisons	1.3%	1	0.0%	0	0.0%	0	17.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	2.5%	2	0.0%	0	19.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	1	0.0%	0
Sainsbury's	11.3%	8	0.0%	0	30.1%	1	17.2%	1	0.0%	0	0.0%	0	23.4%	3	10.9%	1	32.0%	1
Tesco	33.9%	25	100.0%	6	19.9%	0	0.0%	0	13.1%	1	39.9%	0	76.6%	9	21.7%	1	68.0%	2
Ocado	10.6%	8	0.0%	0	30.1%	1	65.7%	2	0.0%	0	0.0%	0	0.0%	0	18.1%	1	0.0%	0
Other	3.3%	2	0.0%	0	0.0%	0	0.0%	0	23.8%	2	0.0%	0	0.0%	0	7.2%	0	0.0%	0
Waitrose	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		74		6		2		4		9		1		12		6		3
Sample:		68		2		4		3		4		2		7		9		4

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																		
Accessibility by public transport	0.6%	9	0.5%	0	2.1%	1	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	0.6%	10	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Choice of food goods available	5.0%	80	3.4%	4	7.1%	5	1.9%	3	4.7%	10	2.7%	3	5.9%	12	8.3%	5	1.2%	1
Choice of shops nearby selling non-food goods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Choice of shops selling food goods	0.9%	14	0.8%	1	0.6%	0	0.7%	1	1.9%	4	1.2%	1	0.0%	0	0.6%	0	0.0%	0
Cleanliness	0.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Delivery service	2.1%	34	5.4%	6	4.5%	3	2.2%	3	2.7%	5	0.7%	1	0.7%	1	3.5%	2	3.4%	2
Easy to get to by car	0.9%	14	0.0%	0	2.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	0	0.5%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	0.7%	11	5.4%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	1.2%	1	0.0%	0
Good service / friendly staff	0.6%	10	0.0%	0	0.0%	0	0.5%	1	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Habit / always use it / preference for retailer	4.2%	67	7.1%	7	4.3%	3	1.4%	2	3.9%	8	1.2%	1	3.0%	6	3.5%	2	7.8%	5
Internet shopping is convenient	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5	0.6%	0	0.0%	0
Lower prices	16.3%	264	15.5%	16	12.9%	9	16.3%	23	7.6%	16	16.2%	17	17.7%	35	12.7%	8	19.1%	13
Loyalty card / points scheme	1.6%	25	0.5%	0	0.0%	0	0.5%	1	3.7%	8	0.0%	0	3.9%	8	1.8%	1	1.5%	1
Near to home	38.7%	626	44.8%	47	35.5%	25	49.0%	69	47.2%	97	51.4%	55	28.0%	56	34.4%	22	40.4%	27
Near to work	1.2%	20	0.0%	0	0.6%	0	1.4%	2	0.0%	0	0.7%	1	3.2%	6	0.0%	0	0.7%	1
Nice shopping environment	1.0%	16	0.5%	0	0.0%	0	0.8%	1	2.6%	5	0.0%	0	0.0%	0	0.6%	0	1.9%	1
Only one in the area / no other choice	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	0	0.9%	1
Preference for retailer	3.8%	62	2.8%	3	5.2%	4	4.2%	6	1.7%	3	3.7%	4	6.8%	14	1.3%	1	4.1%	3
Provision of leisure facilities nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.5%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	6.2%	100	1.8%	2	6.8%	5	2.1%	3	12.4%	25	4.9%	5	7.2%	14	12.5%	8	3.0%	2
Quality of shops selling food goods	0.2%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.4%	23	0.0%	0	1.7%	1	0.7%	1	0.8%	2	1.4%	1	2.3%	5	0.0%	0	0.7%	1
Value for money	6.8%	110	8.0%	8	5.2%	4	12.3%	17	1.1%	2	11.3%	12	7.1%	14	7.4%	5	3.9%	3
Other	0.4%	6	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.5%	0
Convenient	0.8%	12	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1	1.0%	1	0.0%	0
Get discount	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.0%	0	0.0%	0
It is a small store	0.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Close to other facilities	1.0%	17	0.0%	0	0.6%	0	0.0%	0	2.1%	4	0.5%	0	1.8%	4	0.0%	0	3.8%	3
I get a lift	0.2%	3	0.0%	0	0.6%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1
Can get everything i want there	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Range of food goods available	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	3.2%	51	3.5%	4	2.5%	2	4.5%	6	0.6%	1	1.3%	1	5.6%	11	5.2%	3	1.4%	1
Weighted base:	1617		105		70		140		205		106		199		63		68	
Sample:	1614		101		100		102		102		101		101		101		102	

Leicester and Blaby Town Centre and Retail Study for WYG

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01) ?																		
Nothing	69.2%	1118	77.0%	81	70.1%	49	59.1%	83	74.4%	153	67.3%	72	59.2%	118	74.7%	47	58.3%	39
Change layout too often	0.7%	12	0.5%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Difficult / expensive parking	0.6%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.8%	1	1.7%	3	0.0%	0	0.7%	1
Difficult to get to	0.5%	9	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Expensive	4.9%	78	4.5%	5	7.4%	5	8.7%	12	3.4%	7	5.7%	6	10.0%	20	3.1%	2	8.1%	6
Lack of cycle parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.3%	21	1.8%	2	1.8%	1	0.0%	0	0.6%	1	1.8%	2	1.4%	3	0.6%	0	2.0%	1
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	5.8%	93	8.7%	9	6.9%	5	4.1%	6	4.8%	10	6.7%	7	6.4%	13	4.0%	3	7.9%	5
No petrol station	0.2%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.7%	27	0.9%	1	0.0%	0	5.8%	8	0.6%	1	3.1%	3	2.3%	5	0.0%	0	3.6%	2
Poor quality	1.6%	26	0.0%	0	0.0%	0	6.5%	9	0.8%	2	1.8%	2	1.2%	2	1.6%	1	2.0%	1
Preference for retailer	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Staff rude / unhelpful	0.8%	14	0.5%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Too busy	3.1%	51	1.2%	1	2.5%	2	3.8%	5	4.5%	9	3.1%	3	3.4%	7	3.7%	2	1.4%	1
Too far away	0.4%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.6%	2
Too small	1.1%	17	0.5%	0	0.0%	0	0.0%	0	0.8%	2	4.4%	5	0.0%	0	2.4%	2	1.6%	1
Other	2.8%	46	0.9%	1	5.6%	4	2.5%	3	0.6%	1	2.9%	3	6.6%	13	2.9%	2	7.6%	5
Traffic congestion	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Lack of stock on shelves	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1
Poor clothing range	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Not enough tills open / queues at tills	1.7%	27	0.8%	1	3.4%	2	1.8%	2	5.9%	12	0.0%	0	1.2%	2	1.0%	1	0.0%	0
Too big	0.7%	11	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.5%	0	3.6%	7	0.0%	0	0.0%	0
Self-service checkouts	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.5%	0
Store is too cold	0.2%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Too rushed at checkouts	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rude customers	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	20	1.2%	1	0.0%	0	0.5%	1	0.6%	1	0.5%	0	1.4%	3	1.8%	1	0.0%	0
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

Q05 How much on average does your household normally spend on main food shopping in a week?

£1-£10	1.0%	16	7.2%	8	3.1%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.6%	0	0.0%	0
£11-£20	4.4%	72	2.3%	2	9.9%	7	12.3%	17	7.2%	15	1.3%	1	3.5%	7	0.6%	0	0.5%	0
£21-£30	6.4%	103	13.0%	14	3.1%	2	4.6%	6	6.0%	12	8.5%	9	4.1%	8	6.7%	4	6.1%	4
£31-£40	10.2%	165	16.4%	17	10.7%	7	4.8%	7	17.1%	35	7.4%	8	6.4%	13	7.9%	5	4.5%	3
£41-£50	16.3%	264	18.3%	19	14.1%	10	20.3%	28	25.4%	52	22.3%	24	13.3%	26	6.5%	4	16.0%	11
£51-£60	9.1%	147	6.8%	7	9.2%	6	11.1%	16	6.6%	13	11.0%	12	8.8%	17	16.6%	10	7.5%	5
£61-£70	8.3%	134	7.8%	8	7.4%	5	6.1%	9	6.3%	13	13.2%	14	11.0%	22	10.2%	6	12.5%	8
£71-£80	6.9%	112	2.7%	3	6.5%	5	7.4%	10	6.6%	14	2.5%	3	8.8%	18	14.0%	9	3.0%	2
£81-£90	3.8%	61	0.5%	0	2.3%	2	4.2%	6	1.1%	2	3.4%	4	4.6%	9	3.4%	2	5.8%	4
£91-£100	12.6%	204	4.8%	5	13.3%	9	9.9%	14	12.2%	25	17.6%	19	17.9%	36	9.9%	6	16.5%	11
£101-£125	3.8%	62	1.8%	2	6.5%	5	2.5%	3	2.8%	6	0.5%	0	6.2%	12	2.8%	2	7.8%	5
£126-£150	6.0%	96	3.3%	4	4.2%	3	6.2%	9	3.0%	6	3.7%	4	10.9%	22	0.0%	0	5.8%	4
£151+	1.4%	23	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	3	4.4%	3	4.4%	3
(Don't know / varies)	8.2%	133	12.5%	13	8.6%	6	7.0%	10	5.2%	11	7.1%	8	2.6%	5	11.6%	7	1.0%	1
(Refused)	1.6%	26	1.8%	2	1.2%	1	3.2%	4	0.6%	1	0.9%	1	0.0%	0	4.9%	3	8.7%	6
Mean:		69.56		52.04		64.65		62.98		59.56		66.90		80.79		71.91		82.32
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

Mean Score - Per week

Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

Daily	1.8%	29	0.5%	0	1.5%	1	4.5%	6	1.7%	3	0.9%	1	1.6%	3	3.7%	2	0.0%	0
At least two times a week	9.1%	148	17.6%	18	23.5%	16	5.3%	7	9.0%	19	6.0%	6	6.6%	13	14.0%	9	4.7%	3
At least once a week	67.7%	1094	63.2%	67	59.9%	42	68.4%	96	62.6%	128	76.1%	81	75.1%	149	57.1%	36	74.9%	51
At least once a fortnight	12.0%	194	13.7%	14	5.9%	4	12.6%	18	17.6%	36	6.3%	7	13.7%	27	13.9%	9	13.4%	9
At least once a month	6.9%	112	3.9%	4	5.3%	4	7.8%	11	5.6%	12	6.3%	7	2.6%	5	9.0%	6	5.5%	4
At least every two months	0.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	0
Less often	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.2%	3	0.0%	0	0.6%	0	0.5%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	29	1.2%	1	3.4%	2	0.5%	1	2.1%	4	3.6%	4	0.5%	1	2.2%	1	1.0%	1
Mean:		1.09		1.11		1.26		1.20		1.05		1.04		1.07		1.24		0.94
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q07 How do you normally travel to (STORE MENTIONED AT Q01)?																		
<i>Those who don't use the internet at Q01</i>																		
Car / van (as driver)	71.7%	1107	61.6%	61	59.8%	40	67.4%	92	56.8%	112	77.8%	82	80.7%	151	86.8%	50	84.2%	55
Car / van (as passenger)	13.2%	203	14.0%	14	14.5%	10	12.4%	17	20.7%	41	14.5%	15	12.0%	22	7.0%	4	9.4%	6
Bus, minibus or coach	4.0%	62	6.8%	7	8.2%	6	8.7%	12	5.8%	11	1.2%	1	0.5%	1	4.2%	2	2.0%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.3%	144	17.1%	17	13.1%	9	10.6%	14	13.5%	27	5.4%	6	6.8%	13	2.0%	1	4.4%	3
Taxi	0.6%	9	0.0%	0	1.3%	1	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	4	0.0%	0	0.6%	0	0.9%	1	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	11	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1543		100		68		136		197		105		187		58		65
Sample:		1546		99		96		99		98		99		94		92		98

Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?*Those who don't use the internet at Q01*

1-5	32.9%	508	46.2%	46	52.6%	36	51.7%	71	31.8%	62	47.5%	50	21.4%	40	20.2%	12	23.5%	15
6-10	36.0%	556	29.4%	29	23.5%	16	26.7%	36	46.7%	92	36.0%	38	32.4%	61	42.9%	25	50.5%	33
11-15	15.6%	241	10.6%	11	10.3%	7	8.2%	11	6.0%	12	8.5%	9	28.3%	53	26.3%	15	15.2%	10
16-20	7.9%	122	6.0%	6	5.1%	3	3.5%	5	10.3%	20	3.2%	3	11.7%	22	5.2%	3	8.7%	6
21-25	1.6%	25	0.0%	0	0.0%	0	5.0%	7	0.0%	0	3.2%	3	0.0%	0	0.7%	0	0.5%	0
26-30	2.4%	37	5.9%	6	1.0%	1	1.3%	2	1.7%	3	0.7%	1	1.5%	3	3.4%	2	0.0%	0
31+	1.0%	15	0.5%	0	1.1%	1	0.7%	1	0.6%	1	0.5%	0	1.3%	2	0.0%	0	0.5%	0
(Don't know / can't remember)	2.4%	37	1.5%	1	6.4%	4	2.8%	4	2.9%	6	0.5%	0	3.4%	6	1.3%	1	0.5%	0
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Mean:		10.79		9.83		8.87		8.91		10.30		8.66		12.03		11.35		10.41
Weighted base:		1543		100		68		136		197		105		187		58		65
Sample:		1546		99		96		99		98		99		94		92		98

Q09 When do you do your main food shopping?

Weekdays during the day	36.2%	584	23.1%	24	43.5%	30	33.8%	47	31.3%	64	22.6%	24	42.5%	84	52.3%	33	43.4%	29
Weekdays during the evening	14.1%	228	17.4%	18	9.2%	6	15.5%	22	9.6%	20	11.4%	12	19.0%	38	8.7%	5	15.2%	10
Saturday	17.1%	277	23.1%	24	18.0%	13	20.5%	29	17.0%	35	24.2%	26	16.7%	33	11.3%	7	12.9%	9
Sunday	6.5%	105	2.5%	3	8.2%	6	2.2%	3	9.0%	19	10.5%	11	10.3%	20	2.4%	2	4.3%	3
(Don't know / varies)	26.1%	422	34.0%	36	21.0%	15	28.0%	39	33.1%	68	31.4%	33	11.6%	23	25.4%	16	24.3%	16
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q10 When you go main food shopping is your trip linked with any other activity?																		
<i>Those who don't use the internet at Q01</i>																		
Yes – non-food shopping	6.8%	105	10.3%	10	7.7%	5	0.5%	1	4.4%	9	1.9%	2	12.9%	24	10.8%	6	7.9%	5
Yes – other food shopping	4.9%	76	2.5%	2	13.4%	9	10.1%	14	6.2%	12	4.7%	5	1.8%	3	3.0%	2	8.2%	5
Yes – visiting services such as banks and other financial institutions	1.0%	15	2.0%	2	1.1%	1	2.1%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Yes – leisure activity	2.3%	36	0.0%	0	4.3%	3	5.5%	7	3.1%	6	0.5%	0	3.4%	6	0.0%	0	0.0%	0
Yes – travelling to/from work	5.4%	84	1.5%	1	2.2%	1	10.1%	14	0.0%	0	4.0%	4	12.2%	23	0.0%	0	3.3%	2
Yes – travelling to/from school/college/university	0.9%	15	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Yes – getting petrol	2.5%	38	1.0%	1	0.0%	0	1.3%	2	7.2%	14	1.3%	1	1.4%	3	0.7%	0	0.0%	0
Yes – visiting café / pub / restaurant	1.3%	20	0.0%	0	1.8%	1	0.0%	0	1.7%	3	0.7%	1	0.5%	1	5.9%	3	2.6%	2
Yes – visiting family/friends	1.6%	25	1.2%	1	0.0%	0	0.7%	1	0.0%	0	1.5%	2	6.1%	11	0.0%	0	2.7%	2
Yes – visiting health service such as doctor, dentist, hospital	0.6%	9	0.0%	0	0.6%	0	1.8%	2	1.1%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.4%	7	0.5%	0	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Yes – getting petrol	0.5%	8	2.5%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1
Yes – visiting family / friends	1.4%	21	1.8%	2	0.0%	0	0.9%	1	0.0%	0	6.1%	6	1.9%	4	5.5%	3	2.5%	2
Yes – other activity	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	0
No activity	66.2%	1021	70.6%	70	64.9%	44	57.3%	78	69.1%	136	77.2%	81	56.0%	105	70.7%	41	68.3%	44
Yes - visiting church	0.2%	3	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	58	6.2%	6	2.2%	1	6.5%	9	6.6%	13	2.1%	2	0.8%	1	0.7%	0	0.8%	1
Weighted base:	1543		100		68		136		197		105		187		58		65	
Sample:	1546		99		96		99		98		99		94		92		98	

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q11 Where do you do this linked trip?																		
<i>Those who mentioned food, non food or services at Q10 AND Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	5.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	5.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	0.0%	0	0.0%	0	26.7%	3
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	22.5%	43	22.8%	3	6.2%	1	10.6%	2	61.6%	12	0.0%	0	18.2%	5	9.7%	1	5.3%	1
St Georges Retail Park, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humberstone Village	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.2%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Thurmaston	0.3%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.3%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	9.1%	17	38.9%	6	38.4%	5	0.0%	0	16.3%	3	0.0%	0	5.2%	1	0.0%	0	15.0%	2
Beaumont Shopping Centre, Leicester	5.3%	10	0.0%	0	38.5%	5	0.0%	0	0.0%	0	0.0%	0	14.8%	4	8.0%	1	0.0%	0
Belgrave Boulevard	4.7%	9	9.4%	1	0.0%	0	40.0%	7	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunstone	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Asda, Leicester Road, Oadby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	1	0.0%	0	0.0%	0	0.0%	0
Wigston	3.2%	6	0.0%	0	0.0%	0	5.7%	1	0.0%	0	69.5%	5	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Thurmaston	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0
Syston	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	5.7%	11	22.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.5%	1	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park South, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0
Fosse Shopping Park, Leicester	12.9%	24	0.0%	0	6.2%	1	40.0%	7	10.5%	2	0.0%	0	5.2%	1	39.0%	3	39.8%	5
Meridian Leisure Park, Leicester	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Palmers Garden Centre, Saint Johns, Enderby, Leicester	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		

Column %ges.

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	6.9%	13	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	44.3%	12	0.0%	0	0.0%	0
Outside Study Area:																		
Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	2	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	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, Weddington Road, Nuneaton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Outside study area: Other LA																		
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
Coventry	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	190	15	14	17	20	7	27	8	11									
Sample:	197	14	18	6	12	9	11	10	20									

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?																		
Yes	68.3%	1103	69.0%	73	57.2%	40	72.0%	101	73.3%	150	67.8%	72	77.3%	154	58.6%	37	69.4%	47
No	31.7%	513	31.0%	33	42.8%	30	28.0%	39	26.7%	55	32.2%	34	22.7%	45	41.4%	26	30.6%	21
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16							
Q13 Where did you last go to undertake this 'top up' shopping?																
<i>Those who do top up food shopping at Q12 AND Excl. DK, Internet, Markets</i>																
Zone 1																
Aldi, Watling Street, Hinckley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Boyslade Road, Burbage	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Church Street, Sapcote	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Hill Street, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Long Street, Stoney Stanton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Trent Road, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Watling Street, Hinckley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Hinckley	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hawley Road, Hinckley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burbage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Normandy Way, Hinckley	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Clifton Way, Hinckley	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Sainsburys, Brunel Road, Hinckley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Tesco Express, London Road, Hinckley	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Yard, Hinckley	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Co Op - Foodstore, High Street, Desford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Newbold Verdon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Newbold Road, Desford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Pochin Street, Croft	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Wood Street, Earl Shilton	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Desford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Earl Shilton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newbold Verdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Co Op - Foodstore, Main Street, Broughton Astley	0.9%	9	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local shops, Broughton Astley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gilmorton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ullesthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Aldi, Welford Road, Blaby	1.5%	16	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	5
Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Croft Road, Cosby	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Dog & Gun Lane, Whetstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, High Street, Fleckney	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Lutterworth Road, Whetstone	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Countesthorpe	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Johns Court, Blaby	0.8%	9	0.0%	0	2.0%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																
Co Op - Foodstore, High Street, Kibworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Co Op - Foodstore, Main Street, Great Glen	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Houghton On The Hill	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Scraptoft	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
Co Op - Foodstore, Station Road, Leicester	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kibworth	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
Local shops, Queniborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Scraptoft	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tilton on the Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Aldi, St Georges Retail Park, St Georges Way, Leicester	0.6%	6	0.7%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.8%	1
Co Op - Foodstore, Kemble Square, Leicester	0.7%	7	0.7%	0	3.1%	1	1.9%	2	1.6%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Iceland, Belgrave Gate, Leicester	0.4%	5	0.0%	0	2.2%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
K P Supermarket, Melbourne Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	7.7%	82	11.3%	8	10.2%	4	15.1%	14	19.6%	28	0.0%	0	3.6%	5	0.0%	0	0.0%	0
M&S Foodhall, Gallowtree Gate, Leicester	1.0%	11	0.7%	0	6.3%	2	0.7%	1	1.6%	2	0.0%	0	0.6%	1	1.7%	1	1.5%	1
Sainsburys Local, Granby Street, Leicester	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Humberstone Gate, Leicester	1.0%	11	7.7%	5	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Belgrave Gate, Leicester	0.7%	7	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Express, Granby Street, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Welford Place, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Evington Road, Leicester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, London Road, Leicester	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
Sainsburys Local, Queens Road, Leicester	0.6%	7	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Ethel Road, Leicester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Co Op - Foodstore, Rowlatts Hill Road, Leicester	0.7%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Uppingham Road, Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Uppingham Road, Leicester	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Highfields	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pak Foods, Uppingham Road, Leicester	0.5%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Co Op - Foodstore, Downing Drive, Leicester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Main Street, Evington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evington Village	1.3%	13	0.0%	0	0.0%	0	3.6%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Hamilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humberstone Village	0.6%	6	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Sandhills Avenue, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton	2.3%	24	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	1.5%	15	3.9%	3	11.8%	5	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gipsy Lane, Leicester	1.4%	15	18.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Loughborough Road, Leicester	0.4%	5	3.8%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Local shops, Rushey Mead	0.5%	5	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Melton Road, Thurmaston	0.9%	10	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Express, Humberstone Lane, Leicester	0.3%	3	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melton Road, Leicester	0.8%	9	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0
Zone 10																		
Barley Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	0.4%	5	1.0%	1	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Belgrave Boulevard	0.2%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fletcher Mall, Leicester	0.2%	2	0.0%	0	1.1%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mowmacre	0.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bradgate Mall, Leicester	1.0%	10	0.0%	0	16.7%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Zone 11																		
Aldi, Aylestone Road, Leicester	0.9%	9	0.0%	0	0.0%	0	1.2%	1	3.1%	4	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Aberdale Road, Leicester	0.5%	5	0.0%	0	1.1%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Aylestone Road, Leicester	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Clarendon Park Road, Leicester	0.3%	3	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Hillsborough Road, Glen Parva	0.5%	5	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Unit Sturdee Road, Leicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	4.4%	2	0.0%	0
Iceland, Saffron Lane, Leicester	0.3%	4	0.0%	0	0.0%	0	2.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aylestone	0.1%	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
Local shops, Stoneygate	0.3%	3	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aberdale Road, Leicester	0.6%	6	0.0%	0	0.0%	0	2.7%	3	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lutterworth Road, Aylestone	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Saffron Lane, Leicester	1.1%	12	0.0%	0	0.0%	0	0.0%	0	8.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Aldi, Woodgate, Leicester	1.2%	13	0.0%	0	15.3%	6	0.0%	0	3.7%	5	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Asda, Narborough Road South, Braunstone	0.9%	9	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	1.7%	1	2.4%	1
Co Op - Foodstore, Aikman Avenue, Leicester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Fosse Road North, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Groby Road, Leicester	0.5%	5	0.0%	0	2.2%	1	0.0%	0	1.6%	2	0.7%	0	0.0%	0	1.1%	0	0.0%	0
Co Op - Foodstore, Hallam Crescent East, Leicester	0.6%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Co Op - Foodstore, Narborough Road, Leicester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Sharmon Crescent, Braunstone Frith	0.1%	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
Co Op - Foodstore, Turnbull Drive, Leicester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Narborough Road, Leicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Local shops, Braunstone	0.0%	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
Local shops, Westcotes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 9 Counting House Road, Leicester	1.3%	14	0.0%	0	1.1%	0	7.4%	7	2.0%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Sainsburys Local, Narborough Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Fosse Road North, Leicester	0.6%	7	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hinckley Road, Leicester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Express, Western	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Boulevard, Leicester																		
Tesco, Narborough Road	1.2%	12	0.0%	0	0.0%	0	0.0%	0	8.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Narborough Road, Leicester																		
Zone 13																		
Aldi, Bull Head Street, Wigston	0.4%	4	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby	2.0%	21	0.0%	0	0.0%	0	7.3%	7	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Bell Street, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Blaby Road, Wigston	0.1%	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
Co Op - Foodstore, Launceston Road, Wigston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, The Parade, Oadby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Oadby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Wigston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, The Parade, Oadby	1.5%	16	0.0%	0	0.0%	0	7.3%	7	0.0%	0	12.7%	9	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Leicester Road, Wigston	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	8	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shire Court, Gloucester Crescent, Wigston	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	10	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Bell Street, Wigston	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	7	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Glen Road, Oadby	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0
Tesco, Blaby Road, Wigston	1.9%	20	0.0%	0	0.0%	0	6.9%	7	0.0%	0	9.5%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Oadby	0.5%	6	0.0%	0	1.6%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Zone 14																		
Aldi, Melton Road, Syston	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	8	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Thurmaston	1.8%	19	3.0%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	2.7%	4	3.2%	1	0.0%	0
Budgens, Granite Way, Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co Op - Foodstore, Cropston Road, Anstey	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	4.4%	2	0.0%	0
Co Op - Foodstore, High Street, Barrow Upon Soar	2.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	29	0.0%	0	0.0%	0
Co Op - Foodstore, Loughborough Road, Rothley	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	8	0.0%	0	0.0%	0
Co Op - Foodstore, Rothley Road, Mountsorrel	2.4%	25	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	25	0.0%	0	0.0%	0
Co Op - Foodstore, Town Square, Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, Wanlip Lane, Birstall	0.8%	9	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0
Local shops, Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Local shops, Barrow upon Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local shops, Birstall	0.3%	3	1.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Local shops, Quorn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Local shops, Rothley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Local shops, Sileby	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0
Local shops, Syston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Local shops, Woodhouse Eaves	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
M&S Simply Food, Thurmaston Shopping Centre, Barkby Thorpe Lane, Leicester	0.8%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0
Tesco Express, Sibson Road, Birstall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Tesco Metro, Melton Road, Syston	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Zone 15																		
Budgens, Laundon Way, Groby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Co Op - Foodstore, Leicester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	12.7%	4	0.0%	0

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Road, Groby																		
Co Op - Foodstore, Station Road, Glenfield	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	13.5%	5	0.0%	0
Co Op - Foodstore, Station Road, Ratby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Local shops, Groby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Local shops, Kirby Muxloe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4	0.0%	0
Tesco Express, Dominion Road, Kirby Frith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Zone 16																		
Aldi, Meridian Way, Leicester	1.2%	12	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	6.4%	2	7.0%	3
Co Op - Foodstore, Cross Street, Enderby	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	7
Co Op - Foodstore, Hinckley Road, Leicester Forest East	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	5.3%	2
Co Op - Foodstore, Mill Lane, Enderby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Co Op - Foodstore, Station Road, Narborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Enderby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Leicester Forest East Services, M1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
M&S Foodhall, Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.5%	5	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.1%	1
Narborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Sainsburys Local, Hinckley Road, Leicester Forest East	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	6.9%	3
Sainsburys, Grove Farm Triangle, Enderby	1.1%	12	0.0%	0	1.1%	0	1.0%	1	2.9%	4	0.0%	0	0.0%	0	4.6%	2	5.7%	3
Tesco Express, Unit 1, Copt Oak Court, Narborough	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	8
Outside Study Area: Charnwood																		
Aldi, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Tesco, The Rushes, Loughborough	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Asda, Brade Drive, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alvis Retail Park, Holyhead Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Austin Drive, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Olivier Way Cross Point Business Park, Hinckley Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clifford Bridge Road, Walsgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Aldi, Springfield Street, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co Op - Foodstore, George Street, Lutterworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bitteswell Road, Lutterworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Square, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Morrisons, Rutland Street, Melton Mowbray Outside Study Area: North West Leicestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Dents Road, Ashby-de-la-Zouch Outside Study Area: Nuneaton & Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Vicarage Street, Nuneaton Outside Study Area: Other LA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Outside Study Area: Rugby	0.4%	4	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby Outside Study Area: Rutland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1061	71	39	95	143	70	150	35	46									
Sample:	1029	65	62	65	67	70	68	56	75									

Mean Score - Per week

Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?

Those who do top up food shopping at Q12

Daily	8.1%	89	6.5%	5	4.6%	2	12.7%	13	8.0%	12	2.0%	1	4.2%	6	11.6%	4	6.5%	3
At least two times a week	40.1%	443	43.6%	32	19.0%	8	31.1%	31	33.8%	51	44.8%	32	51.3%	79	37.0%	14	39.6%	19
At least once a week	35.0%	386	25.1%	18	55.1%	22	37.4%	38	34.4%	52	32.6%	24	35.9%	55	29.8%	11	33.4%	16
At least once a fortnight	6.6%	73	4.1%	3	7.8%	3	1.3%	1	14.3%	22	12.5%	9	3.9%	6	8.1%	3	14.3%	7
At least once a month	2.5%	27	9.8%	7	5.7%	2	2.3%	2	1.5%	2	4.3%	3	0.6%	1	2.0%	1	1.8%	1
At least every two months	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.3%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.3%	80	10.9%	8	7.8%	3	12.4%	13	7.9%	12	3.1%	2	4.2%	6	11.6%	4	4.5%	2
Mean:	1.90	1.83	1.42	2.17	1.80	1.49	1.77	2.14	1.74									
Weighted base:	1103	73	40	101	150	72	154	37	47									
Sample:	1083	69	64	72	70	73	71	60	77									

Q15 How much on average does your household normally spend on top up shopping in a week?

Those who do top up food shopping at Q12

£1-£5	14.8%	163	20.9%	15	9.2%	4	13.7%	14	24.8%	37	15.3%	11	8.6%	13	7.1%	3	14.8%	7
£6-£10	26.4%	292	23.8%	17	25.9%	10	31.8%	32	25.9%	39	25.4%	18	39.7%	61	22.8%	8	23.5%	11
£11-£20	27.7%	305	37.2%	27	30.2%	12	24.8%	25	25.9%	39	21.3%	15	35.0%	54	27.6%	10	23.2%	11
£21-£30	11.1%	122	4.5%	3	12.6%	5	5.2%	5	7.5%	11	23.7%	17	8.3%	13	18.3%	7	11.5%	5
£31-£40	3.3%	37	1.0%	1	8.9%	4	0.0%	0	0.8%	1	2.6%	2	0.9%	1	2.7%	1	4.5%	2
£41-£50	2.1%	23	1.0%	1	2.7%	1	1.0%	1	3.7%	5	0.7%	0	0.9%	1	3.9%	1	3.8%	2
£51-£75	1.1%	12	0.7%	0	0.0%	0	6.8%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2
£76-£100	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.8%	2
£101+	0.4%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.8%	119	10.2%	7	9.4%	4	10.1%	10	10.7%	16	8.7%	6	6.5%	10	11.2%	4	9.2%	4
(Refused)	1.7%	18	0.7%	0	1.1%	0	5.7%	6	0.0%	0	1.4%	1	0.0%	0	6.3%	2	2.1%	1
Mean:	17.76	13.50	17.73	18.51	14.29	17.65	14.49	18.82	21.06									
Weighted base:	1103	73	40	101	150	72	154	37	47									
Sample:	1083	69	64	72	70	73	71	60	77									

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q16 Where did you last go to buy clothing or footwear goods?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Stoney Stanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	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
Cosby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.2%	2	0.0%	0	0.9%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Highcross, Leicester	3.7%	48	0.9%	1	0.0%	0	0.0%	0	0.7%	1	12.9%	12	12.1%	18	1.4%	1	1.7%	1
Leicester City Centre	44.6%	570	61.1%	48	54.2%	27	48.4%	49	45.0%	77	32.5%	29	24.4%	36	39.3%	21	30.0%	15
St Georges Retail Park, Leicester	0.3%	4	0.0%	0	1.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamilton	1.0%	13	10.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Thurmaston	0.4%	6	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.2%	3	1.1%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	2.5%	32	2.5%	2	12.2%	6	0.6%	1	6.1%	10	0.0%	0	4.3%	6	0.8%	0	2.0%	1
Beaumont Shopping Centre, Leicester	1.7%	22	0.0%	0	11.7%	6	0.0%	0	6.3%	11	0.0%	0	0.6%	1	5.2%	3	1.3%	1
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.5%	0	0.0%	0	0.8%	0	2.5%	1
Zone 13																		
Asda, Leicester Road, Oadby	1.0%	12	0.0%	0	0.0%	0	1.6%	2	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0
Oadby	0.5%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Street, Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Glen Road, Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Blaby Road, Wigston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.7%	0
Wigston	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.0%	1
Zone 14																		
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Thurmaston	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	2.8%	35	3.3%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	16.3%	24	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Fosse Park South, Leicester	1.5%	19	0.0%	0	1.6%	1	1.8%	2	0.0%	0	1.6%	1	0.0%	0	0.8%	0	5.6%	3
Fosse Shopping Park, Leicester	23.6%	302	8.1%	6	11.5%	6	33.5%	34	28.8%	49	30.7%	28	15.0%	22	38.0%	20	44.2%	22
Grove Farm Triangle, Leicester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	1.2%	1	2.5%	1
Narborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	1.7%	22	0.6%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	13.9%	21	0.0%	0	0.0%	0
The Rushes Shopping Centre, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point, Coventry	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
Gallagher Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skydome, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Warwickshire Shopping Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.0%	0	0.7%	0
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Birmingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	1	0.0%	0
Central London	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Coventry	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
East Midlands Designer Outlet, South Normanton	0.5%	7	0.0%	0	0.0%	0	2.4%	2	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.9%	12	0.0%	0	0.0%	0	1.2%	1	1.2%	2	0.0%	0	5.8%	9	0.0%	0	0.0%	0
Other	2.9%	38	6.7%	5	0.0%	0	9.0%	9	4.4%	8	0.8%	1	3.4%	5	0.0%	0	1.0%	1
Peterborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Centre, Rugby																		
Rugby	0.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Outside Study Area:																		
Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Nursery & Garden Centre, Ashby Road, Stapleton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Other																		
Abroad	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.9%	2	1.2%	1
Weighted base:	1280		78		50		102		171		90		149		53		50	
Sample:	1233		73		69		72		79		78		71		79		81	

Mean Score - Per year

Q16A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)?

Those who do clothes and shoes shopping at Q16

Daily	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
At least two times a week	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.6%	1	0.8%	0	1.3%	1
At least once a week	5.3%	68	12.0%	9	6.5%	3	1.6%	2	2.5%	4	5.0%	4	9.8%	15	7.2%	4	2.0%	1
At least once a fortnight	7.4%	95	0.9%	1	0.0%	0	8.3%	9	5.8%	10	1.4%	1	9.3%	14	3.8%	2	10.7%	5
At least once a month	25.1%	319	33.8%	27	25.8%	13	25.6%	26	17.7%	30	34.0%	31	23.5%	35	30.7%	16	33.5%	17
At least every two months	15.1%	193	12.3%	10	16.8%	8	12.1%	12	20.4%	35	22.2%	20	18.1%	27	10.1%	5	9.4%	5
At least every 3 months	12.9%	165	8.5%	7	12.7%	6	10.1%	10	14.1%	24	8.8%	8	19.8%	30	16.0%	8	9.4%	5
At least every 6 months	11.2%	143	9.4%	7	12.4%	6	8.3%	9	13.3%	23	10.9%	10	9.1%	14	10.7%	5	16.3%	8
Less often than once every 6 months	7.5%	95	6.4%	5	10.0%	5	10.3%	11	10.5%	18	7.5%	7	3.5%	5	6.2%	3	6.0%	3
Have only visited once (Don't know / varies)	1.5%	19	2.4%	2	0.0%	0	1.6%	2	0.7%	1	1.0%	1	3.8%	6	3.2%	2	1.7%	1
	13.1%	167	14.4%	11	15.8%	8	22.0%	23	14.3%	24	8.4%	8	1.6%	2	11.4%	6	8.7%	4
Mean:		12.36		13.84		9.89		9.37		8.96		10.74		16.61		12.07		15.37
Weighted base:	1273		79		50		102		171		90		149		51		50	
Sample:	1222		74		69		72		79		78		71		77		80	

Q17 How do you normally travel to (LOCATION MENTIONED AT Q16)?

Those who do clothes and shoes shopping at Q16

Car / van (as driver)	65.5%	834	56.0%	44	48.1%	24	74.0%	76	54.0%	92	68.9%	62	80.4%	120	79.0%	40	73.4%	37
Car / van (as passenger)	8.8%	112	4.9%	4	14.0%	7	5.3%	5	13.2%	23	12.9%	12	8.6%	13	9.6%	5	11.1%	6
Bus, minibus or coach	16.4%	208	31.4%	25	31.0%	15	12.2%	13	13.2%	23	15.0%	13	3.7%	5	11.4%	6	10.2%	5
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.0%	77	7.7%	6	1.3%	1	7.4%	8	14.8%	25	3.2%	3	0.0%	0	0.0%	0	1.0%	1
Taxi	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
Train	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	6.7%	10	0.0%	0	0.0%	0
Metro	0.0%	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
Bicycle	0.3%	3	0.0%	0	0.0%	0	1.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Park and Ride	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
(Don't know / varies)	0.7%	9	0.0%	0	2.4%	1	0.0%	0	3.5%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Weighted base:	1273		79		50		102		171		90		149		51		50	
Sample:	1222		74		69		72		79		78		71		77		80	

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?																		
<i>Those who do clothes and shoes shopping at Q16</i>																		
Yes – food shopping	6.8%	87	10.5%	8	13.3%	7	3.7%	4	8.4%	14	0.5%	0	3.4%	5	5.8%	3	9.5%	5
Yes – non-food shopping	11.1%	142	7.6%	6	12.4%	6	8.0%	8	13.3%	23	10.2%	9	15.2%	23	9.0%	5	22.6%	11
Yes – visiting services such as banks and other financial institutions	1.1%	14	1.7%	1	2.4%	1	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.8%	0	0.0%	0
Yes – leisure activity	3.0%	38	1.7%	1	1.7%	1	7.1%	7	1.3%	2	1.9%	2	5.5%	8	1.6%	1	2.6%	1
Yes – travelling to/from work	2.4%	30	7.7%	6	0.0%	0	0.0%	0	1.0%	2	1.6%	1	4.3%	6	0.0%	0	3.6%	2
Yes – travelling to/from school/college/university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Yes – visiting café / pub / restaurant	9.8%	124	6.3%	5	14.8%	7	9.4%	10	9.4%	16	4.3%	4	9.2%	14	13.8%	7	6.4%	3
Yes – visiting family/friends	2.5%	32	0.0%	0	0.9%	0	8.3%	9	5.1%	9	1.0%	1	3.4%	5	0.8%	0	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.5%	6	0.0%	0	0.9%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yes – getting petrol	0.3%	4	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family / friends	1.8%	23	8.3%	7	1.3%	1	1.3%	1	1.3%	2	0.8%	1	2.4%	4	0.8%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	56.6%	720	53.6%	42	48.9%	24	58.8%	60	53.8%	92	71.1%	64	55.7%	83	63.5%	32	53.2%	27
Window shopping / browsing	0.3%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	3.9%	49	0.6%	0	3.4%	2	1.0%	1	6.3%	11	7.1%	6	1.0%	1	2.4%	1	0.0%	0
Weighted base:	1273		79		50		102		171		90		149		51		50	
Sample:	1222		74		69		72		79		78		71		77		80	

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q19 Where did you last go to buy Books, CDs, DVDs?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	5.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Zone 2																		
Croft	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huncote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Countesthorpe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	1.9%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	2	13.9%	4	2.8%	1	0.0%	0	0.0%	0
Leicester City Centre	47.2%	211	57.9%	17	53.0%	10	74.8%	30	48.7%	26	27.1%	9	27.6%	14	58.6%	8	43.5%	8
St Georges Retail Park, Leicester	0.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamilton	2.1%	9	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.9%	1	0.0%	0	0.0%	0
Humberstone Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushey Mead	0.1%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	3.5%	16	4.7%	1	19.6%	4	0.0%	0	11.9%	6	0.0%	0	2.8%	1	10.0%	1	0.0%	0
Beaumont Shopping Centre, Leicester	1.6%	7	0.0%	0	12.4%	2	0.0%	0	3.8%	2	0.0%	0	4.7%	2	2.9%	0	0.0%	0
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	6.8%	1
Braunstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Asda, Leicester Road, Oadby	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Oadby	1.0%	5	0.0%	0	0.0%	0	3.0%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.8%	0
Sainsbury's, Bell Street, Wigston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Glen Road, Oadby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Blaby Road, Wigston	1.7%	8	0.0%	0	0.0%	0	1.6%	1	0.0%	0	17.7%	6	0.0%	0	0.0%	0	0.0%	0
Wigston	1.3%	6	1.7%	0	0.0%	0	1.6%	1	2.1%	1	6.6%	2	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Thurmaston	0.8%	3	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Rothley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0
Syston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	2.0%	9	19.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park South, Leicester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park,	11.5%	52	3.0%	1	10.8%	2	16.5%	7	22.9%	12	8.5%	3	5.7%	3	20.4%	3	32.2%	6

Column %ges.

Weighted:

October 2014

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Leicester																		
Grove Farm Triangle, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2
Meridian Leisure Park, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	2.7%	1
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleton	0.2%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Birmingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Nottingham	0.4%	2	1.7%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		

Column %ges.

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	
Stapleton										
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Nursery & Garden Centre, Ashby Road, Stapleton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other										
Abroad	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	447	30	18	40	54	32	50	14	19	
Sample:	469	31	25	37	29	36	29	25	26	

Mean Score - Per year**Q19A How often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q19)?***Those who shop for Books, Cd's and DVD's at Q19*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.6%	3	0.0%	0	8.5%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	7.2%	32	1.6%	0	7.4%	1	22.1%	9	13.8%	7	3.0%	1	7.2%	4	5.2%	1	5.3%	1
At least once a fortnight	5.8%	26	5.8%	2	7.4%	1	0.0%	0	2.1%	1	1.5%	0	7.6%	4	0.0%	0	6.8%	1
At least once a month	19.1%	85	16.5%	5	13.6%	3	12.1%	5	24.2%	13	32.6%	11	19.1%	10	16.7%	2	18.0%	3
At least every two months	6.4%	29	3.2%	1	16.5%	3	16.2%	6	4.2%	2	4.6%	1	0.0%	0	2.9%	0	10.3%	2
At least every 3 months	14.1%	63	27.3%	8	2.2%	0	12.7%	5	19.3%	10	11.1%	4	16.6%	8	28.5%	4	13.0%	2
At least every 6 months	15.7%	70	15.2%	5	8.5%	2	9.0%	4	15.4%	8	7.3%	2	23.8%	12	8.6%	1	20.6%	4
Less often than once every 6 months	15.4%	69	4.8%	1	4.4%	1	20.6%	8	15.1%	8	23.7%	8	17.6%	9	11.4%	2	14.8%	3
Have only visited once (Don't know / varies)	1.7%	8	4.5%	1	8.5%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	13.9%	62	20.9%	6	23.0%	4	5.7%	2	5.9%	3	13.8%	4	8.1%	4	26.7%	4	11.2%	2
<i>Mean:</i>	<i>11.00</i>		<i>7.44</i>		<i>22.60</i>		<i>15.73</i>		<i>12.80</i>		<i>10.83</i>		<i>9.97</i>		<i>8.59</i>		<i>9.30</i>	
Weighted base:	447	30	19	40	54	32	50	14	19									
Sample:	469	32	26	37	29	36	29	25	26									

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	4.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	1.8%	15	0.0%	0	5.6%	1	3.1%	2	2.7%	3	1.7%	1	2.6%	3	0.0%	0	0.0%	0
Leicester City Centre	29.4%	238	49.4%	24	34.2%	9	37.3%	30	28.8%	34	27.1%	16	12.6%	14	21.0%	7	12.9%	5
St Georges Retail Park, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Wickes, St Georges Retail Park, St Georges Way, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	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
Hamilton	0.8%	7	1.5%	1	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Thurmaston	0.3%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.7%	1	0.9%	1	1.2%	0	1.3%	1
B&Q, Devonshire Road, Leicester	1.1%	9	0.0%	0	0.0%	0	2.0%	2	3.7%	4	0.0%	0	1.5%	2	0.0%	0	3.2%	1
Beaumont Leys	2.2%	18	4.3%	2	26.2%	7	0.0%	0	2.7%	3	0.8%	0	0.9%	1	7.3%	3	0.0%	0
Beaumont Shopping Centre, Leicester	1.2%	10	3.3%	2	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Belgrave Boulevard	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Homebase, Putney Road, Off Welford Road, Leicester	1.4%	11	0.0%	0	0.0%	0	7.5%	6	1.0%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Counting House Road, Leicester	0.3%	2	1.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Asda, Leicester Road, Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	1.6%	13	0.0%	0	0.0%	0	6.6%	5	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Wigston	2.2%	18	1.0%	0	0.0%	0	3.5%	3	0.0%	0	20.2%	12	0.0%	0	0.0%	0	0.8%	0
Zone 14																		
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	8.8%	71	24.5%	12	9.5%	2	1.2%	1	2.7%	3	7.6%	4	30.4%	34	2.9%	1	1.3%	1
Zone 15																		
Glenfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Ratby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Zone 16																		
Enderby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1
Fosse Park South, Leicester	2.6%	21	0.0%	0	1.7%	0	3.1%	2	0.0%	0	12.6%	7	0.0%	0	0.0%	0	5.5%	2
Fosse Shopping Park, Leicester	18.6%	151	10.6%	5	1.7%	0	16.9%	13	32.9%	39	6.9%	4	7.4%	8	35.9%	12	43.2%	17

Weighted:

October 2014

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Grove Farm Triangle, Leicester	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	10.8%	4
Meridian Leisure Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Narborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foleshill Road Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Skydome, Coventry	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Courthouse Green, Austin Drive, Coventry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	1.1%	9	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.3%	1	1.3%	1	0.0%	0	2.1%	1
Homebase, Springfield Street, Market Harborough	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.5%	1
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
Cardinal Point Retail Park, Tamworth	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
Central London	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
Coventry	1.3%	11	0.0%	0	6.5%	2	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, South Normanton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea	5.6%	46	1.8%	1	6.5%	2	0.8%	1	6.6%	8	1.3%	1	16.8%	19	9.7%	3	4.4%	2

Column %ges.

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Way, Giltbrook																		
Ikea, Croft Road, Coventry	1.5%	12	0.0%	0	0.0%	0	1.2%	1	7.4%	9	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Kettering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Nottingham	1.3%	11	1.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	2.6%	3	1.8%	1	0.0%	0
Other	0.8%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.2%	0	0.0%	0
Solihull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliotts Field Shopping Park, Rugby	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
Junction One Retail Park, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Nursery & Garden Centre, Ashby Road, Stapleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.4%	3	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		809		49		25		80		118		59		110		35		40
Sample:		723		43		35		49		52		49		46		46		54

Mean Score - Per year

Q20A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q20)?

Those who shop for small household items at Q20

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.3%	1	1.3%	1	0.0%	0	0.0%	0
At least once a week	2.0%	16	3.0%	1	3.4%	1	2.3%	2	4.6%	5	1.3%	1	1.5%	2	0.0%	0	1.3%	1
At least once a fortnight	2.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	0.9%	1	0.0%	0	0.8%	0
At least once a month	10.3%	83	6.1%	3	7.3%	2	5.4%	4	18.9%	23	9.7%	6	4.5%	5	13.5%	5	14.8%	6
At least every two months	8.5%	69	1.5%	1	0.0%	0	5.3%	4	8.1%	10	3.6%	2	18.8%	21	17.9%	6	24.7%	10
At least every 3 months	12.0%	97	21.5%	11	10.7%	3	21.1%	16	4.4%	5	22.4%	13	8.6%	10	4.4%	2	7.4%	3
At least every 6 months	18.3%	148	15.1%	7	27.1%	7	20.8%	16	15.9%	19	5.8%	3	21.9%	24	18.0%	6	19.8%	8
Less often than once every 6 months	27.7%	224	34.9%	17	23.6%	6	32.6%	25	26.0%	31	24.4%	14	30.2%	33	31.1%	11	14.4%	6
Have only visited once (Don't know / varies)	2.2%	17	1.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	0	0.0%	0
	16.0%	129	16.9%	8	27.9%	7	11.0%	9	20.4%	24	21.2%	12	11.0%	12	13.9%	5	16.8%	7
<i>Mean:</i>		6.17		4.69		5.33		4.25		9.69		9.02		5.73		4.13		5.94
Weighted base:		808		49		25		78		119		59		110		35		40
Sample:		721		43		35		47		53		49		46		46		54

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
Q21 Where did you last go to buy goods such as toys, games, bicycles and recreational goods?									
<i>Excl. DK, Internet, Markets</i>									
Zone 1									
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinkley	5.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2									
Croft	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3									
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4									
Blaby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5									
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Saddington	0.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%
Zone 6									
Haymarket Shopping Centre, Leicester	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%
Highcross, Leicester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	29.3%	155	28.2%	9	36.0%	7	55.1%	27	20.8%
St George's Central, Leicester	3.1%	17	1.6%	0	0.0%	0	0.0%	0	16.4%
St Georges Retail Park, Leicester	19.5%	103	26.1%	8	24.6%	4	13.7%	7	25.4%
Wickes, St Georges Retail Park, St Georges Way, Leicester	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7									
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Evington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hamilton	1.1%	6	7.5%	2	0.0%	0	0.0%	0	0.0%
Zone 9									
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Melton Road, Thurmaston	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%
Zone 10									
Abbey Retail Park, Leicester	1.5%	8	0.0%	0	3.6%	1	2.0%	1	4.7%
Beaumont Leys	3.2%	17	5.7%	2	33.4%	6	0.0%	0	5.9%
Beaumont Shopping Centre, Leicester	3.0%	16	2.8%	1	0.0%	0	0.0%	0	0.0%
Zone 11									
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 12									
Asda, Narborough Road South, Braunstone	0.7%	4	0.0%	0	0.0%	0	1.5%	1	4.6%
Braunstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Freemans Park, Leicester	0.6%	3	0.0%	0	0.0%	0	5.0%	2	0.0%
Homebase, Putney Road, Off Welford Road, Leicester	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.6%
Zone 13									
Asda, Leicester Road, Oadby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%
Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
Sainsbury's, Bell Street, Wigston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%
Sainsbury's, Glen Road, Oadby	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%
Wigston	0.8%	4	0.0%	0	0.0%	0	1.3%	1	0.0%
Zone 14									
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Barkby Thorpe Lane, Thurmaston	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%
Mountsorrel	0.1%	0	0.0%	0	2.4%	0	0.0%	0	0.0%
Syston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Leicester	0.6%	3	1.6%	0	0.0%	0	0.0%	0	0.0%
Zone 15									
Glenfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 16									

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Enderby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park South, Leicester	3.6%	19	0.0%	0	0.0%	0	13.9%	7	5.9%	4	6.3%	3	0.0%	0	8.7%	2	6.3%	1
Fosse Shopping Park, Leicester	11.7%	62	14.3%	4	0.0%	0	6.3%	3	17.7%	13	2.4%	1	0.0%	0	12.2%	2	50.0%	10
Grove Farm Triangle, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Meridian Leisure Park, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	5.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	5	34.4%	22	3.4%	1	2.5%	1
Willowbrook Retail Park, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0
Cross Point, Coventry	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Walsgrave Retail Park, Coventry	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Market Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibstock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
Coventry	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other	0.9%	5	1.6%	0	0.0%	0	1.3%	1	0.0%	0	2.2%	1	0.0%	0	2.3%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Rugby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Rutland																		
Oakham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Rutland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	531	31	18	50	74	41	64	18	20									
Sample:	426	28	20	29	26	26	26	29	30									

Mean Score - Per year

Q21A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q21)?

Those who shop for toys, games and recreational goods at Q21

Daily	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
At least once a week	1.4%	8	0.0%	0	4.7%	1	2.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.6%	0
At least once a fortnight	2.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	7	0.0%	0	0.0%	0	0.0%	0
At least once a month	8.4%	45	19.4%	6	0.0%	0	16.3%	8	1.5%	1	4.2%	2	8.2%	5	3.4%	1	8.7%	2
At least every two months	10.6%	56	5.7%	2	9.0%	2	2.4%	1	5.4%	4	1.8%	1	26.6%	17	0.0%	0	10.3%	2
At least every 3 months	13.8%	73	20.7%	7	10.2%	2	7.0%	3	11.8%	9	32.8%	14	15.5%	10	8.0%	1	11.2%	2
At least every 6 months	21.6%	115	15.2%	5	37.2%	7	22.3%	11	20.8%	15	20.2%	8	7.8%	5	27.3%	5	17.7%	4
Less often than once every 6 months	26.1%	139	24.9%	8	23.9%	4	29.6%	15	42.7%	31	15.1%	6	36.1%	23	41.5%	7	28.5%	6
Have only visited once	2.9%	16	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
(Don't know / varies)	12.1%	64	14.3%	4	7.1%	1	19.8%	10	17.7%	13	6.6%	3	2.2%	1	19.7%	3	20.3%	4
<i>Mean:</i>	<i>5.46</i>	<i>4.71</i>	<i>8.73</i>	<i>5.59</i>	<i>2.22</i>	<i>8.27</i>	<i>3.82</i>	<i>2.11</i>	<i>6.64</i>									
Weighted base:	532	31	18	50	74	41	64	18	20									
Sample:	427	28	20	29	26	26	26	29	31									

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q22 Where did you last go to buy chemist goods (including health and beauty products)?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burbage Hinckley	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
Sapcote	7.4%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Stoney Stanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Britannia Centre, Hinckley	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	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
Newbold Verdon	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
Zone 3																		
Broughton Astley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	1.0%	14	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe	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
Fleckney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Goscote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton-on-the-Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	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
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	0.9%	13	0.0%	0	1.3%	1	0.8%	1	1.5%	2	1.4%	1	3.7%	6	0.0%	0	0.0%	0
Leicester City Centre	31.1%	416	34.2%	26	40.2%	20	40.5%	50	48.0%	75	18.5%	18	12.4%	21	18.7%	11	19.6%	11
St Georges Retail Park, Leicester	0.7%	9	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	1.3%	17	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamilton	2.4%	32	11.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Humberstone Village	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Rushey Mead	0.5%	7	8.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Thurmaston	0.4%	5	2.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	2.9%	39	2.3%	2	41.5%	21	0.0%	0	4.1%	6	0.0%	0	0.5%	1	8.1%	5	1.9%	1
Beaumont Lodge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Shopping Centre, Leicester	1.0%	14	0.0%	0	4.4%	2	0.0%	0	3.5%	5	0.0%	0	3.4%	6	0.0%	0	0.0%	0
Belgrave Boulevard Mowmacre	0.6%	8	9.9%	7	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.5%	7	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyres Monsell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Knighton	0.1%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Braunstone	0.9%	12	2.5%	2	0.0%	0	0.0%	0	5.0%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Freemans Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Counting House Road, Leicester	0.2%	3	1.0%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1

Column %ges.

Weighted:

October 2014

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Narborough Road North Retail Park, Leicester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Asda, Leicester Road, Oadby	0.8%	11	0.0%	0	0.0%	0	2.9%	4	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	4.4%	59	0.0%	0	0.0%	0	17.7%	22	0.0%	0	20.7%	20	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Glen Road, Oadby	0.4%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Blaby Road, Wigston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Wigston	3.7%	49	0.0%	0	0.0%	0	4.2%	5	0.0%	0	30.8%	29	0.0%	0	0.0%	0	0.9%	1
Zone 14																		
Anstey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Thurmaston	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow-upon-Soar	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Birstall	0.6%	7	0.6%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0
Mountsorrel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Quorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sileby	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	8	0.0%	0	0.0%	0
Syston	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	17	0.0%	0	0.0%	0
Thurmaston Garden & Floristry Centre, Melton Road, Thurmaston	0.1%	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
Thurmaston Shopping Centre, Leicester	4.5%	60	14.4%	11	3.1%	2	0.0%	0	0.0%	0	0.0%	0	19.7%	34	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	18.4%	11	0.0%	0
Groby	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0
Kirby Muxloe	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0
Ratby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Zone 16																		
Enderby	0.3%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Fosse Park South, Leicester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Fosse Shopping Park, Leicester	14.5%	194	5.9%	4	5.1%	3	16.4%	20	29.0%	45	13.5%	13	5.1%	9	35.2%	21	43.5%	25
Grove Farm Triangle, Leicester	0.9%	13	0.0%	0	0.0%	0	1.0%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	12.7%	7
Leicester Forest East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Narborough	0.6%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	5
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rushes Shopping Centre, Loughborough	2.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	21.5%	37	0.7%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Market Harborough	0.7%	9	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.2%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	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
Outside study area: Other LA																		
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
Central London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kettering	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	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
Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliotts Field Shopping Park, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Weighted base:		1337		75		50		123		157		95		173		59		58
Sample:		1305		71		77		81		78		86		83		92		88

Mean Score - Per year

Q22A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q22)?

Those who shop for chemist goods at Q22

Daily	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.9%	13	0.0%	0	1.5%	1	2.0%	2	2.8%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0
At least once a week	13.5%	181	5.7%	4	10.0%	5	10.8%	13	7.7%	12	16.2%	15	15.5%	27	18.3%	11	16.3%	9
At least once a fortnight	13.8%	184	13.7%	10	1.7%	1	3.9%	5	16.4%	26	17.2%	16	28.3%	49	7.0%	4	18.8%	11
At least once a month	35.0%	467	55.0%	41	35.7%	18	46.7%	57	27.4%	43	43.0%	41	32.4%	55	31.3%	18	41.5%	24
At least every two months	10.4%	139	15.3%	12	13.5%	7	4.9%	6	9.9%	16	7.1%	7	9.3%	16	17.1%	10	7.9%	5
At least every 3 months	6.1%	82	0.6%	0	4.5%	2	9.9%	12	5.2%	8	2.7%	3	6.2%	11	1.7%	1	5.4%	3
At least every 6 months	4.2%	56	1.9%	1	4.5%	2	1.9%	2	9.5%	15	7.5%	7	1.1%	2	3.3%	2	2.3%	1
Less often than once every 6 months	1.8%	24	0.0%	0	8.6%	4	2.7%	3	2.5%	4	0.5%	0	0.5%	1	0.0%	0	0.6%	0
Have only visited once (Don't know / varies)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
	13.9%	186	7.7%	6	19.0%	10	17.2%	21	18.5%	29	5.8%	6	5.9%	10	21.3%	13	6.1%	4
Mean:		19.31		15.01		19.47		18.12		18.59		19.53		21.70		20.48		19.96
Weighted base:		1336		75		50		123		157		95		171		59		58
Sample:		1304		71		77		81		78		86		82		92		88

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Burbage	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	2.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
The Britannia Centre, Hinckley	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
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Whetstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	2.5%	22	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0	8.4%	10	0.0%	0	2.0%	1
Leicester City Centre	25.3%	225	35.8%	19	27.2%	12	32.0%	22	22.3%	27	16.0%	9	18.9%	23	23.4%	8	8.0%	3
St George's Central, Leicester	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
St Georges Retail Park, Leicester	7.5%	66	30.2%	16	11.7%	5	5.0%	3	0.0%	0	1.6%	1	2.6%	3	2.5%	1	0.8%	0
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamilton	2.1%	18	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humberstone Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melton Road, Thurmaston	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.2%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	2.5%	22	4.3%	2	25.0%	11	0.0%	0	3.6%	4	0.0%	0	4.7%	2	2.2%	1	0.0%	0
Beaumont Lodge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Shopping Centre, Leicester	3.1%	28	1.7%	1	6.1%	3	0.0%	0	4.3%	5	0.0%	0	12.9%	15	10.3%	3	0.0%	0
Belgrave Boulevard	0.5%	4	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glen Parva	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	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
Freemans Park, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Off Welford Road, Leicester	0.2%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Road North Retail Park, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcotes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Asda, Leicester Road, Oadby	0.2%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Oadby	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Blaby Road, Wigston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Wigston	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.9%	1	9.7%	5	0.0%	0	0.0%	0	1.4%	1

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
Zone 14									
Anstey	1.1%	10	0.0%	0	1.0%	0	0.0%	0	0.0%
Asda, Barkby Thorpe Lane, Thurmaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Leicester	0.5%	5	1.4%	1	1.8%	1	0.0%	0	0.0%
Zone 15									
Glenfield	0.8%	7	0.0%	0	1.8%	1	0.0%	0	0.9%
Zone 16									
Enderby	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Fosse Park South, Leicester	10.2%	91	1.7%	1	0.0%	0	14.5%	10	24.0%
Fosse Shopping Park, Leicester	25.7%	229	13.2%	7	24.6%	11	40.1%	28	30.6%
Grove Farm Triangle, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Leicester Forest East	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Meridian Leisure Park, Leicester	0.2%	2	0.0%	0	0.0%	0	1.7%	1	0.0%
Narborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Bedworth									
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Charnwood									
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough	2.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%
Regent Place Retail Park, Loughborough	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Coalville									
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Corby									
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willow Place & Corby Town Shopping, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Corley									
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Coventry									
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ansty Road Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fletchamstead Highway - Homebase/Pets at Home, Coventry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Market Harborough									
Lutterworth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Hinckley & Bosworth BC									
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Hoby									
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Loughborough									
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Melton Mowbray									
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Outside Study Area: North West Leicestershire									
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Nuneaton &									

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Road Retail Park, Nuneaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Nuneaton	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
Coventry	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliotts Field Shopping Park, Rugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	10	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	891	52	44	69	121	56	119	33	43									
Sample:	880	51	61	46	60	55	56	54	66									

Mean Score - Per year**Q23A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q23)?***Those who shop for electrical items at Q23*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.8%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.7%	6	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
At least every two months	1.6%	14	0.0%	0	0.0%	0	1.4%	1	5.3%	6	0.0%	0	1.4%	2	0.0%	0	1.2%	1
At least every 3 months	2.4%	22	0.0%	0	0.0%	0	0.0%	0	5.5%	7	0.9%	0	0.0%	0	0.0%	0	11.4%	5
At least every 6 months	11.7%	105	0.9%	0	6.2%	3	4.1%	3	15.0%	18	7.8%	4	18.3%	22	8.8%	3	16.7%	7
Less often than once every 6 months	55.8%	497	72.4%	38	25.1%	11	55.7%	38	48.4%	59	59.4%	33	68.8%	82	53.7%	18	43.1%	18
Have only visited once (Don't know / varies)	5.7%	51	2.7%	1	10.1%	4	0.0%	0	2.8%	3	9.0%	5	2.8%	3	8.2%	3	5.2%	2
	21.9%	195	23.9%	12	58.6%	26	35.2%	24	23.1%	28	23.0%	13	8.7%	10	23.4%	8	21.7%	9
<i>Mean:</i>	<i>1.46</i>	<i>1.00</i>	<i>1.03</i>	<i>1.78</i>	<i>1.73</i>	<i>1.08</i>	<i>1.26</i>	<i>2.56</i>	<i>2.20</i>									
Weighted base:	891	52	44	69	121	56	119	33	43									
Sample:	880	51	61	46	60	55	56	54	66									

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q24 Where did you last go to buy DIY or gardening goods?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	7.3%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Hinkley	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.2%	1	1.2%	1
Sapcote	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote	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
Stoney Stanton	0.0%	0	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, Sword Drive, Hinckley	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers At Ullesthorpe, Lutterworth Road, Ullesthorpe	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
Ullesthorpe	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
Zone 4																		
Blaby	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
Countesthorpe	0.0%	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
Glebe Garden Centre, Foston Road, Countesthorpe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coles Plant Centre, Uppingham Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurnby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wistow	0.5%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	7.9%	84	18.2%	12	10.1%	5	18.2%	18	5.6%	7	1.8%	1	0.0%	0	2.7%	1	8.8%	4
St Georges Retail Park, Leicester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St Georges Retail Park, St Georges Way, Leicester	1.7%	18	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	1.2%	13	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamilton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humberstone Village	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
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	1.3%	14	7.9%	5	0.0%	0	0.0%	0	2.2%	3	1.2%	1	0.0%	0	3.2%	1	0.0%	0
B&Q, Devonshire Road, Leicester	33.1%	355	69.2%	46	71.0%	35	20.0%	20	66.3%	88	16.8%	14	25.3%	37	64.9%	29	43.5%	22
Beaumont Leys	0.7%	8	0.0%	0	4.2%	2	0.0%	0	1.7%	2	0.0%	0	1.8%	3	0.0%	0	1.0%	1
Beaumont Shopping Centre, Leicester	0.6%	7	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.7%	2	1.2%	1
Belgrave Boulevard	0.3%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knighton	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Asda, Narborough Road South, Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freemans Park, Leicester	1.4%	15	0.0%	0	0.0%	0	0.7%	1	9.1%	12	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Homebase, Putney Road, Off	6.0%	64	0.0%	0	2.4%	1	23.2%	23	6.6%	9	3.2%	3	0.0%	0	1.8%	1	7.0%	4

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Welford Road, Leicester																		
Zone 13																		
Asda, Leicester Road, Oadby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston	11.5%	124	0.0%	0	0.0%	0	14.9%	15	0.0%	0	59.5%	49	0.0%	0	3.4%	2	7.6%	4
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	1.3%	14	0.0%	0	0.0%	0	8.9%	9	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Wigston	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Anstey	0.7%	7	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	6	0.9%	0	0.0%	0
Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Birstall Garden Centre, Sibson Road, Birstall	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Goscote Nurseries, Syston Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Rowena Garden Centre, Loughborough Road, Rothley	0.3%	3	0.7%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Mountsorrel	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Rothley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Syston	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Zone 16																		
Enderby	0.8%	8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	6.9%	4
Fosse Shopping Park, Leicester	0.5%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	1
Grove Farm Triangle, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Narborough	1.0%	10	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.9%	0	2.3%	1
Palmers Garden Centre, Saint Johns, Enderby, Leicester	1.3%	14	0.0%	0	0.0%	0	2.2%	2	2.2%	3	0.0%	0	0.0%	0	2.2%	1	6.0%	3
Outside Study Area:																		
Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.0%	0	0.0%	0
Outside Study Area:																		
Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Alvis Retail Park, Holyhead Road, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry	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
Hilltop Garden Centre Ltd, Shilton Lane, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Outside Study Area:																		
Market Harborough																		
Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenacres Direct, Scotland Road, Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Springfield Street, Market Harborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Hinckley & Bosworth BC																		

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	6.5%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	69	2.2%	1	0.0%	0
Homebase, Willowbrook Park, Loughborough	0.7%	7	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	6	0.0%	0	0.0%	0
Wickes, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Leicester Road, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	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
Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
Cardinal Point Retail Park, Tamworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	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
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliotts Field Shopping Park, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	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
Outside Study Area: Rutland																		
Oakham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodlands Nursery & Garden Centre, Ashby Road, Stapleton	1.3%	13	0.0%	0	0.0%	0	0.7%	1	1.6%	2	0.6%	0	0.0%	0	0.9%	0	1.6%	1
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1072		66	49	99	133			146				45					51
Sample:	1031		53	62	62	61			72				63					75

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Mean Score - Per year																		
Q24A How often do you make shopping trips for DIY or gardening goods to (DESTINATION MENTIONED AT Q24)?																		
<i>Those who shop for DIY or gardening goods at Q24</i>																		
Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	2.1%	22	0.0%	0	2.4%	1	0.0%	0	1.6%	2	4.9%	4	3.1%	5	0.0%	0	2.6%	1
At least once a fortnight	5.6%	60	1.3%	1	4.2%	2	11.1%	11	4.1%	5	1.8%	1	9.9%	15	12.6%	6	2.5%	1
At least once a month	11.0%	119	3.7%	2	10.1%	5	6.0%	6	6.7%	9	17.1%	14	12.1%	18	14.1%	6	13.9%	7
At least every two months	6.9%	74	2.1%	1	8.0%	4	5.8%	6	10.4%	14	3.2%	3	10.6%	15	4.9%	2	11.6%	6
At least every 3 months	16.6%	178	28.6%	19	4.8%	2	20.3%	20	21.1%	28	28.3%	23	15.1%	22	20.3%	9	13.9%	7
At least every 6 months	17.7%	190	23.4%	16	12.2%	6	14.7%	15	12.2%	16	24.3%	20	14.4%	21	20.9%	10	21.7%	11
Less often than once every 6 months	22.1%	237	29.1%	19	25.9%	13	23.5%	23	28.7%	38	10.2%	8	21.6%	32	12.6%	6	19.5%	10
Have only visited once (Don't know / varies)	0.7%	8	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
	16.9%	181	11.8%	8	31.2%	15	16.1%	16	15.2%	20	10.3%	8	13.2%	19	13.7%	6	14.2%	7
<i>Mean:</i>		<i>7.01</i>		<i>3.16</i>		<i>6.76</i>		<i>7.54</i>		<i>5.43</i>		<i>7.72</i>		<i>8.27</i>		<i>7.39</i>		<i>6.43</i>
Weighted base:	1073	66	49	99	133	82	146	45	51									
Sample:	1032	54	62	62	61	76	72	63	75									

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q25 Where did you last go to buy furniture, carpets and floor coverings?																		
<i>Excl. DK, Internet, Markets</i>																		
Zone 1																		
Asda, Barwell Lane, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	4.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wickes, Sword Drive, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Croft	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Newbold Verdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Broughton Astley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Countesthorpe	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4
Whetstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Zone 5																		
Billesdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross, Leicester	0.2%	1	1.5%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	28.1%	217	35.8%	21	24.5%	8	46.2%	35	29.4%	35	34.0%	15	19.4%	17	18.3%	5	22.3%	9
St Georges Retail Park, Leicester	1.7%	13	9.1%	5	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Wickes, St Georges Retail Park, St Georges Way, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Zone 7																		
Humberstone Agrigates & Garden Centre, Abbotsford Road, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamilton	0.4%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humberstone Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Asda, Exploration Drive, Abbey Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushey Mead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	1.8%	14	0.0%	0	7.8%	2	0.0%	0	3.2%	4	0.0%	0	3.0%	3	5.9%	2	3.6%	1
B&Q, Devonshire Road, Leicester	2.9%	22	4.8%	3	16.7%	5	1.3%	1	9.2%	11	1.7%	1	1.1%	1	0.0%	0	0.8%	0
Barley Croft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	0.7%	6	2.1%	1	14.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Boulevard	0.7%	5	0.9%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.8%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester	3.7%	29	0.0%	0	0.0%	0	0.9%	1	13.4%	16	1.1%	0	0.0%	0	2.3%	1	5.8%	2
Stoneygate	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
United Carpets and Beds, Aylestone Road, Leicester	1.2%	9	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Zone 12																		
Asda, Narborough Road South, Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Off Welford Road, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Road North Retail Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Westcotes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Asda, Leicester Road, Oadby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

October 2014

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
B&Q, Bull Head Street, Wigston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0
Oadby	1.4%	11	0.0%	0	0.0%	0	1.6%	1	0.0%	0	5.1%	2	0.0%	0	1.5%	0	0.0%	0
Wigston	2.0%	16	0.0%	0	0.0%	0	5.0%	4	0.0%	0	12.2%	5	0.0%	0	0.0%	0	0.8%	0
Zone 14																		
Anstey	3.1%	24	0.0%	0	5.3%	2	0.0%	0	3.6%	4	6.1%	3	12.9%	11	0.0%	0	4.0%	2
Birstall	0.8%	6	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0
Syston	0.6%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	0.6%	5	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ratby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Zone 16																		
Enderby	0.4%	3	0.0%	0	1.4%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Fosse Park South, Leicester	4.9%	38	4.5%	3	2.5%	1	3.3%	2	11.9%	14	2.9%	1	0.0%	0	2.3%	1	8.8%	4
Fosse Shopping Park, Leicester	20.8%	161	33.4%	19	18.8%	6	31.4%	24	18.7%	22	14.2%	6	15.6%	14	31.4%	8	19.6%	8
Grove Farm Triangle, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Bedworth																		
Homebase, Newtown Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	1.5%	0	0.0%	0
Regent Place Retail Park, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Willowbrook Retail Park, Loughborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0
Outside Study Area: Coalville																		
Thornton Nurseries, Reservoir Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Corley																		
Littlehurst Nursey And Garden Centre, Bennetts Road North, Corley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ansty Road Retail Park, Coventry	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	3	4.6%	2
Homebase, Sir Henry Parkes Road, Canley, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Courthouse Green, Austin Drive, Coventry	0.1%	0	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, Radford Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Market Harborough	1.2%	9	0.0%	0	0.0%	0	1.6%	1	1.7%	2	1.1%	0	0.0%	0	1.5%	0	1.5%	1
Outside Study Area: Hinckley & Bosworth BC																		
Barwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Hoby																		
Oasis In Hoby, Brooksby Road, Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Loughborough																		
B&Q, Jubilee Drive, Belton Road, Loughborough	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	11	0.0%	0	0.0%	0
Homebase, Willowbrook Park, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
The Oaks Nurseries, Weddington Road, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
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
Cardinal Point Retail Park, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	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
Giltbrook Retail Park, Ikea Way, Giltbrook	2.0%	16	1.3%	1	0.0%	0	0.0%	0	1.7%	2	6.1%	3	3.2%	3	0.0%	0	3.1%	1
Ikea, Croft Road, Coventry	0.6%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	3.1%	1
Nottingham	1.2%	9	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0
Other	1.1%	9	0.0%	0	2.5%	1	0.0%	0	0.0%	0	4.4%	2	3.2%	3	0.0%	0	1.2%	1
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliotts Field Shopping Park, Rugby	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.2%	1
Outside Study Area: Rutland																		
Oakham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Stapleton																		
Greenacres Nursery, Ashby Road, Stapleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	770		57		31		76		119		43		88		26		41	
Sample:	713		45		36		46		49		47		44		41		56	

Mean Score - Per year

Q25A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?

Those who shop for furniture, carpets and floor coverings at Q25

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.5%	4	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.3%	1	2.1%	2	0.0%	0	0.0%	0
At least every two months	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
At least every 3 months	1.1%	8	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	2.3%	1	0.0%	0
At least every 6 months	3.2%	25	2.1%	1	1.4%	0	0.0%	0	3.7%	4	11.6%	5	0.0%	0	2.8%	1	10.8%	4
Less often than once every 6 months	66.1%	509	65.6%	38	44.9%	14	68.5%	52	79.8%	95	63.7%	27	79.1%	70	47.8%	13	66.8%	27
Have only visited once (Don't know / varies)	7.6%	59	12.9%	7	15.8%	5	1.6%	1	3.7%	4	10.4%	4	5.9%	5	17.8%	5	7.5%	3
<i>Mean:</i>	1.17		0.95		1.33		1.05		1.02		1.36		1.39		1.01		1.08	
Weighted base:	771		58		31		76		119		43		88		26		41	
Sample:	714		46		36		46		49		47		44		41		56	

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q26 Do you ever visit any of the following centres? [MR/PR]																		
Leicester city centre	83.8%	1355	91.8%	97	79.6%	56	89.5%	126	88.2%	181	81.0%	86	77.2%	153	83.2%	53	76.6%	52
Beaumont Leys town centre	40.8%	659	49.0%	52	80.8%	56	36.2%	51	55.7%	114	21.4%	23	60.1%	119	62.4%	39	49.2%	33
Blaby town centre	16.3%	264	7.9%	8	3.4%	2	21.6%	30	14.2%	29	20.7%	22	0.0%	0	9.9%	6	62.7%	42
Hamilton district centre	13.4%	217	33.0%	35	12.3%	9	9.5%	13	2.1%	4	5.6%	6	13.3%	26	6.3%	4	5.0%	3
Belgrave Road district centre	17.7%	287	65.3%	69	21.3%	15	33.3%	47	6.2%	13	10.0%	11	13.7%	27	3.6%	2	1.6%	1
Evington Road district centre	10.5%	170	16.6%	17	4.5%	3	23.7%	33	1.0%	2	13.5%	14	1.4%	3	1.2%	1	0.0%	0
Narborough Road district centre	16.0%	259	25.7%	27	14.4%	10	18.8%	26	37.5%	77	16.5%	18	11.6%	23	11.0%	7	34.6%	23
Uppingham Road (East) district centre	12.4%	200	12.2%	13	6.0%	4	8.4%	12	3.0%	6	12.9%	14	0.7%	1	0.0%	0	1.5%	1
(Don't visit any of these centres)	8.5%	138	2.9%	3	6.3%	4	3.6%	5	5.0%	10	16.9%	18	13.9%	28	7.9%	5	4.7%	3
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

Q27 Which centre do you visit the most?*Those who mentioned more than one centre at Q26*

Leicester city centre	49.0%	504	42.4%	37	27.9%	14	65.1%	60	45.5%	73	53.5%	26	60.2%	73	32.8%	13	28.4%	15
Beaumont Leys town centre	18.2%	187	12.0%	11	66.0%	34	1.3%	1	28.2%	45	6.9%	3	34.3%	41	59.7%	23	8.1%	4
Blaby town centre	10.2%	105	5.9%	5	0.0%	0	7.8%	7	0.0%	0	15.3%	7	0.0%	0	0.0%	0	49.8%	27
Hamilton district centre	3.1%	32	4.5%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Belgrave Road district centre	5.6%	58	32.8%	29	4.4%	2	8.7%	8	3.4%	5	10.7%	5	1.6%	2	4.0%	2	0.0%	0
Evington Road district centre	3.6%	37	0.6%	0	0.0%	0	2.3%	2	0.0%	0	4.4%	2	1.2%	1	0.0%	0	0.0%	0
Narborough Road district centre	5.9%	61	0.0%	0	0.8%	0	14.9%	14	22.2%	36	0.0%	0	0.0%	0	3.5%	1	13.7%	7
Uppingham Road (East) district centre	4.4%	45	1.8%	2	0.0%	0	0.0%	0	0.7%	1	9.2%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1029		88		51		93		161		49		121		38		54
Sample:		918		78		74		54		78		37		54		51		77

Q27X Which centre do you visit the most? Q26 and Q27 combined*Those who mentioned a centre at Q26*

Leicester city centre	59.3%	878	45.9%	47	32.6%	21	69.8%	94	53.3%	104	72.0%	64	63.8%	109	46.6%	27	32.4%	21
Beaumont Leys town centre	15.4%	228	12.3%	13	62.6%	41	3.4%	5	24.4%	47	4.3%	4	31.8%	54	47.8%	28	8.3%	5
Blaby town centre	8.5%	126	5.1%	5	0.0%	0	7.7%	10	0.0%	0	10.3%	9	0.0%	0	0.7%	0	46.3%	30
Hamilton district centre	2.4%	36	4.4%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Belgrave Road district centre	4.1%	61	30.2%	31	3.5%	2	6.8%	9	2.8%	5	5.9%	5	1.1%	2	2.6%	2	0.0%	0
Evington Road district centre	2.6%	38	0.5%	0	0.0%	0	1.6%	2	0.0%	0	2.4%	2	0.8%	1	0.0%	0	0.0%	0
Narborough Road district centre	4.4%	65	0.0%	0	0.7%	0	10.7%	14	18.9%	37	0.0%	0	0.0%	0	2.3%	1	13.1%	8
Uppingham Road (East) district centre	3.2%	48	1.6%	2	0.0%	0	0.0%	0	0.6%	1	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1479		102		65		135		195		89		171		58		64
Sample:		1428		96		92		95		95		81		85		90		95

Mean Score - Per year**Q28 How often do you visit (CENTRE MENTIONED AT Q27)?***Those who mentioned Leicester City Centre at Q27*

Daily	7.0%	62	6.3%	3	5.6%	1	6.3%	6	6.2%	6	2.3%	1	4.6%	5	10.1%	3	4.0%	1
At least two times a week	9.2%	81	13.9%	7	16.0%	3	22.6%	21	8.8%	9	1.9%	1	0.9%	1	6.4%	2	14.1%	3
At least once a week	18.1%	158	33.3%	16	30.9%	7	15.9%	15	34.1%	35	6.9%	4	12.7%	14	23.5%	6	24.6%	5
At least once a fortnight	14.5%	127	2.6%	1	25.2%	5	16.4%	15	8.6%	9	17.3%	11	14.9%	16	15.5%	4	26.1%	5
At least once a month	18.8%	165	27.1%	13	13.3%	3	18.0%	17	11.3%	12	41.0%	26	14.6%	16	30.8%	8	14.1%	3
At least every two months	11.2%	98	0.0%	0	3.0%	1	6.5%	6	14.4%	15	9.5%	6	15.2%	17	2.2%	1	10.6%	2
At least every 3 months	10.1%	88	10.6%	5	3.0%	1	4.0%	4	8.2%	8	5.3%	3	25.5%	28	5.7%	2	1.6%	0
At least every 6 months	3.7%	32	1.0%	0	0.0%	0	7.7%	7	2.0%	2	3.7%	2	5.9%	6	0.0%	0	0.0%	0
Less often than once every 6 months	3.5%	30	1.0%	0	0.0%	0	0.0%	0	2.2%	2	8.9%	6	4.6%	5	0.0%	0	4.8%	1
Have only visited once	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	32	4.2%	2	3.0%	1	2.6%	2	4.4%	5	2.3%	1	1.3%	1	5.7%	2	0.0%	0
Mean:		53.80		61.58		63.58		63.57		56.69		25.03		32.32		67.84		51.36
Weighted base:		878		47		21		94		104		64		109		27		21
Sample:		825		52		29		74		49		62		49		47		38

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Mean Score - Per year																		
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Beaumont Leys at Q27</i>																		
Daily	1.4%	3	7.1%	1	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
At least two times a week	11.4%	26	50.6%	6	29.1%	12	0.0%	0	2.4%	1	0.0%	0	4.3%	2	12.1%	3	17.6%	
At least once a week	28.4%	65	3.9%	0	47.6%	19	0.0%	0	35.9%	17	0.0%	0	26.7%	15	33.3%	9	51.0%	
At least once a fortnight	16.2%	37	11.0%	1	13.9%	6	21.1%	1	11.1%	5	0.0%	0	22.7%	12	34.9%	10	15.7%	
At least once a month	19.1%	44	9.8%	1	0.0%	0	0.0%	0	15.9%	8	32.0%	1	21.0%	11	11.4%	3	9.4%	
At least every two months	9.9%	23	0.0%	0	2.9%	1	25.4%	1	9.2%	4	48.8%	2	18.4%	10	5.5%	2	6.3%	
At least every 3 months	8.5%	19	13.7%	2	0.0%	0	0.0%	0	25.5%	12	0.0%	0	0.0%	0	1.4%	0	0.0%	
At least every 6 months	2.5%	6	0.0%	0	0.0%	0	53.5%	2	0.0%	0	19.2%	1	2.6%	1	0.0%	0	0.0%	
Less often than once every 6 months	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.4%	0	0.0%	
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	1.2%	3	3.9%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	
Mean:		39.54		88.54		79.21		8.08		27.53		7.15		28.47		40.70		50.42
Weighted base:		228		13		41		5		47		4		54		28		5
Sample:		216		13		57		3		20		4		30		37		12

Mean Score - Per year**Q28 How often do you visit (CENTRE MENTIONED AT Q27)?***Those who mentioned Blaby at Q27*

Daily	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
At least two times a week	16.6%	21	0.0%	0	0.0%	0	23.9%	2	0.0%	0	16.1%	1	0.0%	0	0.0%	0	11.7%	
At least once a week	36.2%	46	0.0%	0	0.0%	0	36.5%	4	0.0%	0	20.5%	2	0.0%	0	0.0%	0	39.2%	
At least once a fortnight	11.8%	15	0.0%	0	0.0%	0	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	
At least once a month	22.8%	29	100.0%	5	0.0%	0	17.6%	2	0.0%	0	41.9%	4	0.0%	0	99.9%	0	20.1%	
At least every two months	4.9%	6	0.0%	0	0.0%	0	12.5%	1	0.0%	0	8.1%	1	0.0%	0	0.0%	0	10.2%	
At least every 3 months	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	1.7%	
At least every 6 months	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	
Less often than once every 6 months	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%	
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	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%	
Mean:		54.82		12.00		0.00		49.19		0.00		33.36		0.00		12.00		40.10
Weighted base:		126		5		0		10		0		9		0		0		30
Sample:		167		1		0		9		0		10		0		1		35

Mean Score - Per year**Q28 How often do you visit (CENTRE MENTIONED AT Q27)?***Those who mentioned Hamilton at Q27*

Daily	10.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
At least two times a week	22.7%	8	61.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
At least once a week	47.2%	17	27.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.8%	3	0.0%	0	0.0%	
At least once a fortnight	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
At least once a month	9.3%	3	10.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
At least every two months	6.7%	2	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	1	0.0%	0	0.0%	
At least every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
At least every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Mean:		88.56		79.66		6.00		0.00		0.00		0.00		41.80		0.00		0.00
Weighted base:		36		4		0		0		0		0		4		0		0
Sample:		46		7		1		0		0		0		4		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Mean Score - Per year																		
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Belgrave Road at Q27</i>																		
Daily	9.8%	6	8.5%	3	0.0%	0	12.7%	1	20.8%	1	0.0%	0	0.0%	0	26.2%	0	0.0%	0
At least two times a week	24.3%	15	37.7%	12	34.1%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
At least once a week	19.0%	12	19.7%	6	0.0%	0	12.7%	1	58.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	32.4%	20	16.3%	5	0.0%	0	74.5%	7	0.0%	0	100.0%	5	0.0%	0	47.6%	1	0.0%	0
At least once a month	7.1%	4	9.7%	3	47.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	2.5%	2	0.0%	0	0.0%	0	0.0%	0	20.8%	1	0.0%	0	0.0%	0	26.2%	0	0.0%	0
At least every 3 months	1.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	1.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.9%	1	2.4%	1	18.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>82.11</i>		<i>87.97</i>		<i>50.62</i>		<i>72.49</i>		<i>107.45</i>		<i>26.00</i>		<i>104.00</i>		<i>109.62</i>			<i>0.00</i>
Weighted base:	61	31	2	9	5	5	2	2	0	0	0	0	0	0	0	0	0	0
Sample:	44	20	4	3	4	1	1	3	0	0	0	0	0	0	0	0	0	0

Mean Score - Per year**Q28 How often do you visit (CENTRE MENTIONED AT Q27)?***Those who mentioned Evington Road at Q27*

Daily	31.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	14.0%	5	100.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	30.8%	12	0.0%	0	0.0%	0	54.6%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
At least once a fortnight	13.4%	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
At least once a month	7.0%	3	0.0%	0	0.0%	0	45.4%	1	0.0%	0	42.0%	1	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>152.88</i>		<i>104.00</i>		<i>0.00</i>		<i>33.84</i>		<i>0.00</i>		<i>42.25</i>		<i>52.00</i>		<i>0.00</i>			<i>0.00</i>
Weighted base:	38	0	0	2	0	2	1	0	0	0	2	1	0	0	0	0	0	0
Sample:	34	1	0	2	0	3	1	0	0	0	3	1	0	0	0	0	0	0

Mean Score - Per year**Q28 How often do you visit (CENTRE MENTIONED AT Q27)?***Those who mentioned Narborough Road at Q27*

Daily	14.0%	9	0.0%	0	0.0%	0	0.0%	0	14.9%	5	0.0%	0	0.0%	0	0.0%	0	42.0%	4
At least two times a week	6.7%	4	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	38.4%	25	0.0%	0	0.0%	0	93.2%	13	21.1%	8	0.0%	0	0.0%	0	100.0%	1	11.9%	1
At least once a fortnight	11.2%	7	0.0%	0	0.0%	0	0.0%	0	17.4%	6	0.0%	0	0.0%	0	0.0%	0	9.9%	1
At least once a month	17.0%	11	0.0%	0	0.0%	0	0.0%	0	26.1%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	0
At least every two months	4.6%	3	0.0%	0	0.0%	0	6.8%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	9.9%	1
At least every 3 months	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	1
At least every 6 months	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Less often than once every 6 months	3.2%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.7%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>83.84</i>		<i>0.00</i>		<i>0.00</i>		<i>48.89</i>		<i>85.52</i>		<i>0.00</i>		<i>0.00</i>		<i>52.00</i>			<i>163.87</i>
Weighted base:	65	0	0	14	37	0	0	1	8	0	0	0	0	0	0	0	0	0
Sample:	45	0	1	4	21	0	0	2	10	0	0	0	0	0	0	0	0	0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Mean Score - Per year																		
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Uppingham Road (East) at Q27</i>																		
Daily	13.3%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	22.3%	11	45.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	31.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	13.5%	6	54.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	9.3%	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
Mean:	101.82	61.41	0.00	0.00	365.00	52.00	0.00	0.00	0.00									
Weighted base:	48	2	0	0	1	4	0	0	0									
Sample:	51	2	0	0	1	1	0	0	0									

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Leicester City Centre at Q27*

Car / van (as driver)	54.1%	475	28.5%	13	46.5%	10	55.6%	52	36.8%	38	62.7%	40	72.7%	79	53.6%	15	47.5%	10
Car / van (as passenger)	5.3%	46	7.1%	3	5.0%	1	4.6%	4	3.8%	4	12.3%	8	7.0%	8	5.7%	2	3.2%	1
Bus, minibus or coach	27.4%	241	44.3%	21	42.5%	9	34.6%	33	32.5%	34	25.0%	16	10.0%	11	37.8%	10	38.7%	8
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.3%	73	19.1%	9	4.0%	1	4.0%	4	24.7%	26	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Taxi	0.5%	4	1.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	1.5%	0	10.6%	2
(Don't know / varies)	1.5%	13	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Weighted base:	878	47	21	94	104	64	109	27	21									
Sample:	825	52	29	74	49	62	49	47	38									

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Beaumont Leys at Q27*

Car / van (as driver)	73.1%	166	64.3%	8	63.3%	26	25.4%	1	74.0%	35	32.0%	1	76.5%	42	97.1%	27	100.0%	5
Car / van (as passenger)	16.5%	38	14.9%	2	10.0%	4	21.1%	1	14.0%	7	68.0%	3	23.5%	13	0.0%	0	0.0%	0
Bus, minibus or coach	5.3%	12	14.9%	2	11.6%	5	0.0%	0	9.6%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Motorcycle, scooter or moped	1.1%	2	0.0%	0	0.0%	0	53.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	1.9%	4	5.9%	1	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.4%	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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.7%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.2%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	228	13	41	5	47	4	54	28	5									
Sample:	216	13	57	3	20	4	30	37	12									

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?																		
<i>Those who mentioned Blaby at Q27</i>																		
Car / van (as driver)	77.0%	97	0.0%	0	0.0%	0	84.3%	9	0.0%	0	63.4%	6	0.0%	0	99.9%	0	87.0%	26
Car / van (as passenger)	10.2%	13	100.0%	5	0.0%	0	6.3%	1	0.0%	0	8.1%	1	0.0%	0	0.0%	0	8.8%	3
Bus, minibus or coach	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.2%	13	0.0%	0	0.0%	0	9.4%	1	0.0%	0	8.1%	1	0.0%	0	0.0%	0	4.3%	1
Taxi	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	2	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		5		0		10		0		9		0		0		30
Sample:		167		1		0		9		0		10		0		1		35

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Hamilton at Q27*

Car / van (as driver)	73.3%	26	78.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0	0.0%	0
Car / van (as passenger)	12.8%	5	10.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	5.9%	2	10.9%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		36		4		0		0		0		0		4		0		0
Sample:		46		7		1		0		0		0		4		0		0

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Belgrave Road at Q27*

Car / van (as driver)	52.4%	32	51.4%	16	62.4%	1	74.5%	7	37.7%	2	0.0%	0	100.0%	2	47.6%	1	0.0%	0
Car / van (as passenger)	11.9%	7	2.9%	1	18.8%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	9.8%	6	5.8%	2	0.0%	0	0.0%	0	62.3%	3	0.0%	0	0.0%	0	52.5%	1	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	20.9%	13	40.0%	12	18.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.9%	1	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	3.0%	2	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		61		31		2		9		5		5		2		2		0
Sample:		44		20		4		3		4		1		1		3		0

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?																		
<i>Those who mentioned Evington Road at Q27</i>																		
Car / van (as driver)	52.5%	20	0.0%	0	0.0%	0	100.0%	2	0.0%	0	42.0%	1	0.0%	0	0.0%	0	0.0%	0
Car / van (as passenger)	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	8.5%	3	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Walk	31.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		38		0		0		2		0		2		1		0		0
Sample:		34		1		0		2		0		3		1		0		0

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Narborough Road at Q27*

Car / van (as driver)	45.2%	29	0.0%	0	99.9%	0	11.3%	2	53.8%	20	0.0%	0	0.0%	0	54.6%	1	42.9%	4
Car / van (as passenger)	6.0%	4	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	7.9%	1
Bus, minibus or coach	10.4%	7	0.0%	0	0.0%	0	41.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	32.3%	21	0.0%	0	0.0%	0	47.7%	7	26.7%	10	0.0%	0	0.0%	0	45.4%	1	42.0%	4
Taxi	4.4%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		0		0		14		37		0		0		1		8
Sample:		45		0		1		4		21		0		0		2		10

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Those who mentioned Uppingham Road (East) at Q27*

Car / van (as driver)	31.3%	15	100.0%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car / van (as passenger)	11.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	19.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	37.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		2		0		0		1		4		0		0		0
Sample:		51		2		0		0		1		1		0		0		0

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Leicester City Centre at Q27</i>																		
Choice and range of shops	61.4%	539	55.6%	26	50.2%	11	47.4%	45	34.3%	36	79.0%	50	72.3%	79	69.3%	19	52.1%	11
Strength of supermarket provision	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	5.6%	49	5.0%	2	3.0%	1	10.0%	9	7.3%	8	6.6%	4	2.9%	3	7.2%	2	9.0%	2
Choice of services (hairdressers, banks etc)	1.9%	16	2.1%	1	11.0%	2	0.7%	1	3.1%	3	0.8%	0	0.0%	0	3.0%	1	3.2%	1
Environmental quality of centre	1.1%	9	5.9%	3	3.0%	1	1.9%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	10.7%	94	18.0%	8	0.0%	0	18.3%	17	34.9%	36	0.8%	0	0.9%	1	3.7%	1	2.4%	1
Close to work	6.3%	56	1.6%	1	5.6%	1	10.0%	9	0.0%	0	5.6%	4	4.6%	5	10.1%	3	4.8%	1
Easily accessible by public transport	1.1%	10	1.0%	0	0.0%	0	1.2%	1	3.3%	3	0.0%	0	1.3%	1	0.0%	0	6.1%	1
Convenient car parking	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	13	0.0%	0	21.2%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Familiar / habit	0.4%	4	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.0%	0	1.3%	1	0.0%	0	2.4%	1
Close to family / friends	1.4%	12	0.0%	0	0.0%	0	2.8%	3	3.1%	3	0.0%	0	0.9%	1	2.2%	1	2.4%	1
Can get everything I want there	0.1%	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
Visit the Market (Nothing in particular)	1.2%	11	4.0%	2	0.0%	0	0.0%	0	2.0%	2	0.8%	0	1.6%	2	0.0%	0	2.9%	1
Weighted base:	6.2%	54	6.8%	3	6.0%	1	6.0%	6	5.5%	6	6.4%	4	11.1%	12	1.5%	0	14.6%	3
Sample:		878		47		21		94		104		64		109		27		21
		825		52		29		74		49		62		49		47		38

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?*Those who mentioned Beaumont Leys at Q27*

Choice and range of shops	61.5%	140	28.6%	4	62.2%	25	46.5%	2	58.5%	28	87.3%	3	62.4%	34	55.2%	15	78.0%	4
Strength of supermarket provision	5.3%	12	14.2%	2	12.9%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	3	7.0%	2	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	2.1%	5	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	1.7%	4	0.0%	0	0.0%	0	53.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	6.3%	0
Environmental quality of centre	1.9%	4	0.0%	0	0.0%	0	0.0%	0	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	12.0%	27	3.9%	0	7.1%	3	0.0%	0	23.1%	11	0.0%	0	14.1%	8	17.6%	5	6.3%	0
Close to work	5.1%	12	35.7%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	3	11.1%	3	9.4%	1
Easily accessible by public transport	0.9%	2	3.9%	0	1.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.5%	6	5.9%	1	0.0%	0	0.0%	0	4.4%	2	0.0%	0	2.6%	1	5.5%	2	0.0%	0
Other	2.7%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.2%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3.6%	8	7.8%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	10.9%	6	0.0%	0	0.0%	0
Sample:		228		13		41		5		47		4		54		28		5
		216		13		57		3		20		4		30		37		12

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Blaby at Q27</i>																		
Choice and range of shops	24.6%	31	0.0%	0	0.0%	0	18.8%	2	0.0%	0	26.8%	2	0.0%	0	0.0%	0	25.9%	8
Strength of supermarket provision	6.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	99.9%	0	1.7%	1
Choice of leisure facilities (restaurants, pubs etc)	6.9%	9	100.0%	5	0.0%	0	11.4%	1	0.0%	0	20.5%	2	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	16.7%	21	0.0%	0	0.0%	0	30.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	8
Environmental quality of centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Close to home	29.7%	37	0.0%	0	0.0%	0	39.7%	4	0.0%	0	28.5%	3	0.0%	0	0.0%	0	42.1%	13
Close to work	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		5		0		10		0		9		0		0		30
Sample:		167		1		0		9		0		10		0		1		35

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?*Those who mentioned Hamilton at Q27*

Choice and range of shops	47.3%	17	30.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.8%	3	0.0%	0	0.0%	0
Strength of supermarket provision	34.1%	12	10.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	1	0.0%	0	0.0%	0
Close to home	9.5%	3	27.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.4%	0	10.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	3.7%	1	19.9%	1	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		36		4		0		0		0		0		4		0		0
Sample:		46		7		1		0		0		0		4		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Belgrave Road at Q27</i>																		
Choice and range of shops	68.9%	42	70.0%	22	81.2%	2	74.5%	7	58.5%	3	100.0%	5	0.0%	0	73.8%	1	0.0%	0
Strength of supermarket provision	1.9%	1	0.0%	0	0.0%	0	0.0%	0	20.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	3.8%	2	0.0%	0	18.8%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	1.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	16.1%	10	17.1%	5	0.0%	0	12.7%	1	20.8%	1	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.2%	3	8.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.5%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	0	0.0%	0
Weighted base:		61		31		2		9		5		5		2		2		0
Sample:		44		20		4		3		4		1		1		3		0

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?*Those who mentioned Evington Road at Q27*

Choice and range of shops	42.4%	16	100.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0
Strength of supermarket provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	1	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	33.1%	13	0.0%	0	0.0%	0	45.4%	1	0.0%	0	23.1%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	3.1%	1	0.0%	0	0.0%	0	54.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		38		0		0		2		0		2		1		0		0
Sample:		34		1		0		2		0		3		1		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?																		
<i>Those who mentioned Narborough Road at Q27</i>																		
Choice and range of shops	47.4%	31	0.0%	0	0.0%	0	58.9%	9	51.9%	19	0.0%	0	0.0%	0	0.0%	0	30.2%	3
Strength of supermarket provision	3.3%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Choice of services (hairdressers, banks etc)	8.6%	6	0.0%	0	99.9%	0	0.0%	0	11.2%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Environmental quality of centre	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	31.0%	20	0.0%	0	0.0%	0	41.1%	6	26.1%	10	0.0%	0	0.0%	0	45.4%	1	45.9%	4
Close to work	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0
Close to family / friends	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.6%	1	0.0%	0
Weighted base:		65		0		0		14		37		0		0		1		8
Sample:		45		0		1		4		21		0		0		2		10

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?*Those who mentioned Uppingham Road (East) at Q27*

Choice and range of shops	51.1%	24	54.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strength of supermarket provision	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	26.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0
Close to work	6.9%	3	45.4%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market (Nothing in particular)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		2		0		0		1		4		0		0		0
Sample:		51		2		0		0		1		1		0		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Leicester City Centre at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	3.2%	28	2.9%	1	2.0%	0	8.6%	8	0.0%	0	0.0%	0	1.3%	1	4.2%	1	1.6%	0
Improved food shops within the town centre	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
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.8%	7	1.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Improved leisure facilities	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
Improved quality of shops	0.8%	7	0.0%	0	3.6%	1	2.1%	2	0.0%	0	1.9%	1	0.0%	0	3.0%	1	0.0%	0
More parking	4.1%	36	3.5%	2	2.0%	0	9.1%	9	2.7%	3	1.5%	1	1.3%	1	3.7%	1	11.2%	2
Cheaper parking	10.2%	89	3.5%	2	5.0%	1	9.6%	9	17.8%	19	16.5%	11	23.1%	25	2.2%	1	10.9%	2
Improved street cleaning	1.8%	16	1.0%	0	2.0%	0	0.0%	0	2.7%	3	8.8%	6	0.0%	0	2.7%	1	8.5%	2
Increased public transport	2.4%	21	8.2%	4	2.0%	0	2.1%	2	0.0%	0	0.0%	0	1.3%	1	8.2%	2	6.1%	1
Cheaper public transport	2.0%	17	1.9%	1	0.0%	0	3.3%	3	4.2%	4	1.2%	1	4.8%	5	3.0%	1	0.0%	0
Better environment	3.5%	31	0.0%	0	28.8%	6	3.9%	4	7.3%	8	1.2%	1	1.6%	2	1.5%	0	8.5%	2
Better security	0.6%	5	0.0%	0	2.0%	0	0.7%	1	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	3.5%	31	0.0%	0	0.0%	0	0.0%	0	2.2%	2	4.3%	3	0.9%	1	7.2%	2	0.0%	0
Less traffic congestion / improved access	1.4%	12	1.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.6%	2	3.7%	1	0.0%	0
More / improved places to eat / drink	1.1%	9	9.6%	4	0.0%	0	0.0%	0	1.7%	2	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.2%	2	1.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	1.5%	13	2.1%	1	0.0%	0	7.3%	7	3.3%	3	0.0%	0	0.0%	0	4.9%	1	0.0%	0
More independent shops	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Closer park and ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Less busy	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Undesireable clientele	0.2%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.4%	4	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Nothing / Nothing else)	57.0%	500	58.9%	28	50.6%	11	46.4%	44	47.3%	49	42.4%	27	58.7%	64	49.0%	13	46.6%	10
(Don't know)	3.2%	28	1.6%	1	0.0%	0	3.7%	3	3.3%	3	8.2%	5	1.6%	2	6.7%	2	0.0%	0
Weighted base:		878		47		21		94		104		64		109		27		21
Sample:		825		52		29		74		49		62		49		47		38

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
2nd Mention																		
Increased general choice and range of shops	1.9%	17	1.0%	0	21.2%	5	2.1%	2	5.3%	6	2.3%	1	0.0%	0	0.0%	0	2.4%	1
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	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
Improved leisure facilities	0.7%	6	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Improved quality of shops	1.1%	9	9.6%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
More parking	0.7%	6	1.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	1	0.0%	0
Cheaper parking	3.0%	26	1.9%	1	0.0%	0	6.5%	6	0.0%	0	1.5%	1	0.0%	0	1.5%	0	7.7%	2
Improved street cleaning	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.6%	0
Increased public transport	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Cheaper public transport	1.1%	10	4.0%	2	0.0%	0	1.0%	1	1.1%	1	0.8%	0	0.0%	0	5.7%	2	6.1%	1
Better environment	1.6%	14	1.0%	0	5.6%	1	1.2%	1	0.0%	0	0.0%	0	2.9%	3	4.2%	1	0.0%	0
Better security	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.7%	6	1.0%	0	0.0%	0	0.7%	1	2.2%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Less traffic congestion / improved access	0.7%	6	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.3%	1	2.2%	1	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	82.6%	725	78.8%	37	66.2%	14	76.3%	72	80.9%	84	84.2%	54	89.7%	98	67.4%	18	79.7%	17
(Don't know)	3.4%	30	1.6%	1	4.0%	1	5.8%	5	3.3%	3	7.0%	4	1.6%	2	6.7%	2	2.4%	1
Weighted base:		878		47		21		94		104		64		109		27		21
Sample:		825		52		29		74		49		62		49		47		38

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
3rd Mention																		
Increased general choice and range of shops	0.2%	2	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	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
Cheaper parking	0.3%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	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
Better environment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.5%	4	0.0%	0	0.0%	0	0.7%	1	1.7%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Less traffic congestion / improved access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	93.5%	820	97.4%	46	98.0%	21	92.8%	88	88.7%	92	91.4%	58	98.4%	107	87.9%	24	97.6%	20
(Don't know)	3.8%	34	1.6%	1	2.0%	0	5.8%	5	3.3%	3	8.6%	5	1.6%	2	6.7%	2	2.4%	1
Weighted base:		878		47		21		94		104		64		109		27		21
Sample:		825		52		29		74		49		62		49		47		38

Weighted:

October 2014

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Any mention																		
Increased general choice and range of shops	5.3%	47	4.0%	2	23.2%	5	11.3%	11	6.4%	7	2.3%	1	1.3%	1	4.2%	1	4.0%	1
Improved food shops within the town centre	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
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.5%	13	1.0%	0	0.0%	0	0.0%	0	8.4%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Improved leisure facilities	0.9%	8	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Improved quality of shops	2.0%	18	9.6%	4	3.6%	1	2.1%	2	0.0%	0	4.9%	3	0.0%	0	3.0%	1	0.0%	0
More parking	5.1%	44	4.5%	2	5.0%	1	9.1%	9	2.7%	3	1.5%	1	2.6%	3	6.4%	2	11.2%	2
Cheaper parking	13.4%	118	6.4%	3	5.0%	1	16.1%	15	17.8%	19	18.1%	12	23.1%	25	6.4%	2	18.7%	4
Improved street cleaning	2.0%	18	1.0%	0	2.0%	0	0.0%	0	2.7%	3	8.8%	6	0.0%	0	4.2%	1	10.1%	2
Increased public transport	3.0%	27	8.2%	4	2.0%	0	2.1%	2	1.1%	1	0.0%	0	1.3%	1	9.7%	3	6.1%	1
Cheaper public transport	3.3%	29	5.9%	3	0.0%	0	4.4%	4	5.3%	5	1.9%	1	4.8%	5	8.6%	2	6.1%	1
Better environment	4.9%	43	1.0%	0	30.8%	7	5.1%	5	7.3%	8	1.2%	1	2.9%	3	5.7%	2	8.5%	2
Better security	1.2%	11	0.0%	0	2.0%	0	0.7%	1	5.3%	5	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Longer opening hours	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	4.4%	39	1.0%	0	0.0%	0	0.7%	1	4.9%	5	4.3%	3	0.9%	1	12.8%	3	0.0%	0
Less traffic congestion / improved access	2.1%	18	1.0%	0	0.0%	0	2.3%	2	1.1%	1	0.0%	0	1.6%	2	3.7%	1	0.0%	0
More / improved places to eat /drink	1.2%	11	9.6%	4	0.0%	0	0.0%	0	1.7%	2	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.2%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	2	9.6%	6	1.3%	1	2.2%	1	0.0%	0
Improve car parking	0.3%	3	1.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	1.5%	13	2.1%	1	0.0%	0	7.3%	7	3.3%	3	0.0%	0	0.0%	0	4.9%	1	0.0%	0
More independent shops	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Closer park and ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Less busy	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Undesireable clientele	0.2%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.6%	6	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:		878		47		21		94		104		64		109		27		21
Sample:		825		52		29		74		49		62		49		47		38

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Beaumont Leys at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	6.8%	15	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	22.4%	12	0.0%	0	11.4%	1
Improved food shops within the town centre	2.6%	6	0.0%	0	11.4%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.0%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	6.3%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	1
More parking	8.2%	19	35.7%	4	0.0%	0	0.0%	0	4.4%	2	0.0%	0	8.3%	5	23.8%	7	9.4%	1
Cheaper parking	1.2%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Improved street cleaning	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Increased public transport	0.8%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	5.5%	2	0.0%	0
Better security	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	3.3%	8	0.0%	0	0.0%	0	21.1%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Free car parking	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	2.4%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	5.2%	3	0.0%	0	11.4%	1
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	67.4%	154	50.5%	6	74.5%	31	78.9%	4	88.9%	42	100.0%	4	53.2%	29	40.8%	11	50.2%	3
(Don't know)	1.8%	4	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0
Weighted base:		228		13		41		5		47		4		54		28		5
Sample:		216		13		57		3		20		4		30		37		12

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
2nd Mention																		
Increased general choice and range of shops	6.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	14	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.9%	4	0.0%	0	10.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.1%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
More parking	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	86.8%	198	92.2%	12	87.3%	36	100.0%	5	97.6%	46	100.0%	4	66.7%	36	83.4%	23	100.0%	5
(Don't know)	1.8%	4	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0
Weighted base:		228		13		41		5		47		4		54		28		5
Sample:		216		13		57		3		20		4		30		37		12

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Better security	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	95.5%	218	92.2%	12	100.0%	41	100.0%	5	97.6%	46	100.0%	4	93.4%	51	83.4%	23	100.0%	5
(Don't know)	1.8%	4	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0
Weighted base:		228		13		41		5		47		4		54		28		5
Sample:		216		13		57		3		20		4		30		37		12

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Any mention																		
Increased general choice and range of shops	9.0%	20	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	31.6%	17	0.0%	0	11.4%	1
Improved food shops within the town centre	2.6%	6	0.0%	0	11.4%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.7%	6	0.0%	0	10.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	6.3%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.6%	1	0.0%	0	11.4%	1
More parking	8.8%	20	35.7%	4	0.0%	0	0.0%	0	4.4%	2	0.0%	0	10.9%	6	23.8%	7	9.4%	1
Cheaper parking	1.2%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Improved street cleaning	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Increased public transport	0.8%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	11.1%	3	0.0%	0
Better security	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	3.7%	8	0.0%	0	2.1%	1	21.1%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Less traffic congestion / improved access	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
More / improved places to eat /drink	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	3.6%	1	0.0%	0
Free car parking	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	2.4%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	5.2%	3	0.0%	0	11.4%	1
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	228		13		41		5		47		4		54		28		5	
Sample:	216		13		57		3		20		4		30		37		12	

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Blaby at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	8.5%	11	0.0%	0	0.0%	0	23.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Improved food shops within the town centre	2.5%	3	0.0%	0	0.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Improved leisure facilities	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	8.4%	11	100.0%	5	0.0%	0	9.4%	1	0.0%	0	13.4%	1	0.0%	0	0.0%	0	4.3%	1
Cheaper parking	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	4
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	8.1%	10	0.0%	0	0.0%	0	23.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	53.9%	68	0.0%	0	0.0%	0	31.3%	3	0.0%	0	81.2%	7	0.0%	0	99.9%	0	58.5%	17
(Don't know)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		5		0		10		0		9		0		0		30
Sample:		167		1		0		9		0		10		0		1		35

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
2nd Mention																		
Increased general choice and range of shops	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	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
Improved leisure facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	90.6%	114	100.0%	5	0.0%	0	100.0%	10	0.0%	0	94.7%	9	0.0%	0	99.9%	0	94.0%	28
(Don't know)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		5		0		10		0		9		0		0		30
Sample:		167		1		0		9		0		10		0		1		35

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
3rd Mention																		
Increased general choice and range of shops	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	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
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.5%	121	100.0%	5	0.0%	0	100.0%	10	0.0%	0	94.7%	9	0.0%	0	99.9%	0	95.7%	29
(Don't know)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		126		5		0		10		0		9		0		0		30
Sample:		167		1		0		9		0		10		0		1		35

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Any mention																		
Increased general choice and range of shops	13.8%	17	0.0%	0	0.0%	0	23.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3
Improved food shops within the town centre	2.8%	4	0.0%	0	0.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Improved leisure facilities	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
More parking	8.4%	11	100.0%	5	0.0%	0	9.4%	1	0.0%	0	13.4%	1	0.0%	0	0.0%	0	4.3%	1
Cheaper parking	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	4
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	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
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	9.4%	12	0.0%	0	0.0%	0	23.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	4
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	126		5		10		9		0		0		0		0		30	
Sample:	167		1		9		10		0		1		0		1		35	

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Hamilton at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	10.8%	4	19.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	1	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	79.9%	29	80.1%	4	99.9%	0	0.0%	0	0.0%	0	0.0%	0	66.5%	3	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
Weighted base:		36		4		0		0		0		0		4		0		0
Sample:		46		7		1		0		0		0		4		0		0

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
2nd Mention																		
Increased general choice and range of shops	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.0%	34	100.0%	4	99.9%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	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
Weighted base:		36		4		0		0		0		0		4		0		0
Sample:		46		7		1		0		0		0		4		0		0

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.0%	34	100.0%	4	99.9%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	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
Weighted base:	36	4		0		0		0		0		4		0		0		0
Sample:	46	7		1		0		0		0		4		0		0		0

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Any mention																		
Increased general choice and range of shops	14.7%	5	19.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	1	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	6.2%	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
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		36		4		0		0		0		0		4		0		0
Sample:		46		7		1		0		0		0		4		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Belgrave Road at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	4.9%	3	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	1.9%	1	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	18.1%	11	29.8%	9	28.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	3.1%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	63.4%	39	49.7%	15	71.6%	2	87.3%	8	100.0%	5	100.0%	5	0.0%	0	73.8%	1	0.0%	0
(Don't know)	1.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	0	0.0%	0
Weighted base:		61		31		2		9		5		5		2		2		0
Sample:		44		20		4		3		4		1		1		3		0

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
2nd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.8%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	4.3%	3	8.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	88.9%	54	79.4%	25	100.0%	2	100.0%	9	100.0%	5	100.0%	5	100.0%	2	73.8%	1	0.0%	0
(Don't know)	1.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	0	0.0%	0
Weighted base:		61		31		2		9		5		5		2		2		0
Sample:		44		20		4		3		4		1		1		3		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.8%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.1%	59	93.6%	29	100.0%	2	100.0%	9	100.0%	5	100.0%	5	100.0%	2	73.8%	1	0.0%	0
(Don't know)	1.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	0	0.0%	0
Weighted base:		61		31		2		9		5		5		2		2		0
Sample:		44		20		4		3		4		1		1		3		0

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Any mention																		
Increased general choice and range of shops	4.9%	3	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	2.7%	2	1.6%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.8%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	18.1%	11	29.8%	9	28.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	7.3%	4	14.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	4.5%	3	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	61		31		2		9		5		5		2		2		0	
Sample:	44		20		4		3		4		1		1		3		0	

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Evington Road at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	16.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	1	100.0%	1	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	63.7%	24	100.0%	0	0.0%	0	100.0%	2	0.0%	0	23.1%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		38		0		2		0		2		1		0		0		0
Sample:		34		1		0		2		0		3		1		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
2nd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Improved street cleaning	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	82.9%	32	100.0%	0	0.0%	0	100.0%	2	0.0%	0	65.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		38		0		0		2		0		2		1		0		0
Sample:		34		1		0		2		0		3		1		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	98.1%	37	100.0%	0	0.0%	0	100.0%	2	0.0%	0	65.1%	1	100.0%	1	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
Weighted base:		38		0		2		0		2		1		0		0		0
Sample:		34		1		0		2		0		3		1		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Any mention																		
Increased general choice and range of shops	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	20.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	1	100.0%	1	0.0%	0	0.0%	0
Cheaper parking	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Improved street cleaning	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	1	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	38		0		0		2		0		2		1		0		0	
Sample:	34		1		0		2		0		3		1		0		0	

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Narborough Road at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	9.7%	6	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0	0.0%	0	100.0%	1	7.2%	1
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	10.4%	7	0.0%	0	0.0%	0	0.0%	0	14.3%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Cheaper parking	1.5%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	66.2%	43	0.0%	0	99.9%	0	45.6%	7	73.9%	27	0.0%	0	0.0%	0	0.0%	0	80.9%	7
(Don't know)	10.9%	7	0.0%	0	0.0%	0	47.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		0		0		14		37		0		0		1		8
Sample:		45		0		1		4		21		0		0		2		10

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
2nd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.4%	1	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	6.7%	4	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	80.3%	52	0.0%	0	99.9%	0	52.3%	8	88.2%	33	0.0%	0	0.0%	0	54.6%	1	100.0%	8
(Don't know)	10.9%	7	0.0%	0	0.0%	0	47.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		0		0		14		37		0		0		1		8
Sample:		45		0		1		4		21		0		0		2		10

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	89.1%	58	0.0%	0	99.9%	0	52.3%	8	100.0%	37	0.0%	0	0.0%	0	100.0%	1	100.0%	8
(Don't know)	10.9%	7	0.0%	0	0.0%	0	47.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		0		0		14		37		0		0		1		8
Sample:		45		0		1		4		21		0		0		2		10

Weighted:

October 2014

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Any mention																		
Increased general choice and range of shops	9.7%	6	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0	0.0%	0	100.0%	1	7.2%	1
Improved food shops within the town centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.4%	1	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	6.7%	4	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	10.4%	7	0.0%	0	0.0%	0	0.0%	0	14.3%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Cheaper parking	2.2%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		0		0		14		37		0		0		1		8
Sample:		45		0		1		4		21		0		0		2		10

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																		
<i>Those who mentioned Uppingham Road (East) at Q27</i>																		
1st Mention																		
Increased general choice and range of shops	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	35.2%	17	54.6%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.5%	1	45.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	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
More / improved places to eat / drink	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	51.4%	25	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		2		0		0		1		4		0		0		0
Sample:		51		2		0		0		1		1		0		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
2nd Mention																		
Increased general choice and range of shops	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	2.8%	1	45.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	88.9%	43	54.6%	1	0.0%	0	0.0%	0	100.0%	1	100.0%	4	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		2		0		0		1		4		0		0		0
Sample:		51		2		0		0		1		1		0		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
3rd Mention																		
Increased general choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.9%	1	54.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	97.0%	46	45.4%	1	0.0%	0	0.0%	0	100.0%	1	100.0%	4	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		2		0		0		1		4		0		0		0
Sample:		51		2		0		0		1		1		0		0		0

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Any mention																		
Increased general choice and range of shops	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	38.0%	18	54.6%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	3.2%	2	45.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	2.8%	1	45.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	3.0%	1	54.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat /drink	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesireable clientele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		2		0		0		1		4		0		0		0
Sample:		51		2		0		0		1		1		0		0		0

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q32 Why don't you visit Leicester city centre? [MR]																		
<i>Those who don't visit Leicester at Q26</i>																		
Lack of choice and range of non-food shops	8.0%	21	5.7%	0	0.0%	0	8.0%	1	17.1%	4	2.4%	0	18.9%	9	13.3%	1	14.4%	2
Lack of choice and range of food shops	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.5%	1	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.9%	2	0.0%	0	0.0%	0	8.0%	1	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	5.4%	14	5.7%	0	0.0%	0	0.0%	0	4.7%	1	13.7%	3	5.2%	2	14.5%	2	8.5%	1
Too far away from home	11.0%	29	0.0%	0	11.4%	2	4.4%	1	14.1%	3	33.0%	7	7.2%	3	3.8%	0	6.4%	1
Too far away from work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	2.4%	6	5.7%	0	6.0%	1	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Inconveniently located car parking	7.6%	20	0.0%	0	15.9%	2	8.9%	1	0.0%	0	9.3%	2	5.2%	2	19.0%	2	12.3%	2
Expensive car parking	13.9%	36	0.0%	0	12.9%	2	8.0%	1	13.2%	3	28.2%	6	17.7%	8	26.6%	3	8.1%	1
Other	7.7%	20	0.0%	0	3.0%	0	0.0%	0	9.4%	2	2.4%	0	25.1%	11	3.8%	0	10.2%	2
Nothing, no reason to visit	28.2%	74	17.0%	1	29.4%	4	32.4%	5	17.9%	4	30.7%	6	32.3%	15	19.0%	2	7.4%	1
Too busy	10.4%	27	17.1%	1	0.0%	0	4.4%	1	4.7%	1	3.7%	1	6.2%	3	3.8%	0	39.3%	6
Disabled / hard to walk	5.2%	14	15.9%	1	6.0%	1	21.4%	3	9.4%	2	0.0%	0	2.1%	1	3.8%	0	2.1%	0
Too big	1.2%	3	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Its unclear	0.9%	2	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Don't like Leicester city centre in general	1.8%	5	0.0%	0	10.9%	2	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	2.1%	0
Feels unsafe	4.5%	12	27.3%	2	3.0%	0	0.0%	0	8.5%	2	2.4%	0	5.2%	2	6.9%	1	0.0%	0
Difficult to park	1.6%	4	8.5%	1	0.0%	0	0.0%	0	8.5%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Too many foreigners	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	1	0.0%	0
Unfamiliar with the area	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1
Prefer to shop in another location	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Lack of parking	1.6%	4	0.0%	0	0.0%	0	0.0%	0	13.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by car	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.5%	9	11.4%	1	6.0%	1	0.0%	0	9.5%	2	2.4%	0	0.0%	0	0.0%	0	3.2%	1
Weighted base:		262		9		14		15		24		20		45		11		16
Sample:		351		12		24		16		16		24		29		24		23

Q33 Do you make use of electronic home shopping (i.e. internet or TV shopping)? [MR]

Yes, Internet	61.4%	993	50.2%	53	54.5%	38	73.0%	102	44.9%	92	58.2%	62	71.3%	142	56.0%	35	75.6%	51
Yes, Portable internet shopping (through mobile phone)	10.6%	172	12.1%	13	1.8%	1	9.4%	13	20.2%	41	8.9%	9	15.2%	30	3.2%	2	30.1%	20
Yes, TV Shopping	2.1%	34	5.6%	6	1.8%	1	1.2%	2	1.6%	3	1.2%	1	2.3%	5	0.0%	0	1.5%	1
No	35.8%	578	49.4%	52	45.5%	32	23.8%	33	42.3%	87	36.5%	39	26.3%	52	42.4%	27	22.5%	15
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q34 Which goods or services do you currently purchase via electronic (home/mobile) shopping? [MR]																		
<i>Those who use electronic home shopping at Q33</i>																		
Food	16.7%	173	10.7%	6	14.5%	6	14.4%	15	22.8%	27	8.8%	6	22.1%	32	14.3%	5	15.0%	8
Clothes	45.1%	468	60.0%	32	62.5%	24	59.6%	64	24.0%	28	29.2%	20	45.8%	67	44.1%	16	49.8%	26
Banking / finance	7.5%	78	1.7%	1	4.3%	2	4.5%	5	3.2%	4	2.4%	2	13.6%	20	9.6%	3	11.4%	6
Books	45.0%	468	36.7%	20	59.9%	23	36.5%	39	38.7%	46	47.8%	32	52.4%	77	63.4%	23	40.6%	21
CDs, DVDs, music	44.3%	460	29.9%	16	42.1%	16	44.2%	47	43.6%	52	59.3%	40	50.4%	74	53.1%	19	51.3%	27
DIY goods	5.9%	62	0.9%	0	8.4%	3	0.0%	0	1.7%	2	1.3%	1	9.5%	14	16.0%	6	4.4%	2
Furniture / Carpets	9.0%	93	0.0%	0	7.1%	3	4.2%	5	12.0%	14	9.4%	6	8.0%	12	21.9%	8	5.8%	3
Garden items	3.6%	38	0.0%	0	4.3%	2	1.1%	1	2.9%	3	2.4%	2	4.9%	7	5.3%	2	3.4%	2
Holiday and / or Travel Tickets	7.9%	82	4.3%	2	7.1%	3	1.8%	2	6.6%	8	3.5%	2	8.2%	12	11.2%	4	12.6%	7
Jewellery	4.8%	49	4.4%	2	4.3%	2	6.4%	7	1.5%	2	2.4%	2	2.4%	4	3.1%	1	2.4%	1
Major electrical items	16.8%	175	29.6%	16	17.9%	7	8.5%	9	11.8%	14	23.4%	16	15.1%	22	36.4%	13	18.7%	10
Small electrical items	25.6%	265	31.1%	17	17.9%	7	29.0%	31	17.0%	20	31.4%	21	19.0%	28	36.5%	13	17.0%	9
Small household goods	12.8%	133	13.3%	7	8.8%	3	3.9%	4	12.3%	15	8.7%	6	10.4%	15	28.6%	10	13.6%	7
Sports goods	7.0%	72	1.7%	1	4.3%	2	2.3%	2	4.2%	5	2.4%	2	5.3%	8	19.1%	7	7.4%	4
Toys	14.7%	153	8.2%	4	18.3%	7	7.5%	8	14.0%	17	15.0%	10	15.1%	22	33.2%	12	10.2%	5
Other	0.8%	9	1.4%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	4
Games	1.7%	17	0.0%	0	0.0%	0	3.2%	3	3.7%	4	2.8%	2	0.0%	0	0.0%	0	9.7%	5
Cosmetics	2.2%	23	2.6%	1	2.0%	1	2.2%	2	3.7%	4	2.4%	2	0.0%	0	4.2%	2	1.0%	1
Gifts	4.4%	45	0.0%	0	5.2%	2	3.1%	3	1.0%	1	1.1%	1	3.4%	5	0.0%	0	6.8%	4
Insurance	0.4%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobby items	0.6%	7	0.0%	0	2.0%	1	0.0%	0	1.0%	1	1.3%	1	1.2%	2	0.0%	0	0.0%	0
Car parts	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	2.4%	4	0.0%	0	3.4%	2
Pet goods	0.7%	7	0.0%	0	2.0%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	1	1.2%	1
Computer related goods	0.7%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Craft goods	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	0	1.0%	1
(Don't know / varies)	6.7%	70	1.7%	1	6.2%	2	7.6%	8	13.9%	16	0.7%	0	8.9%	13	0.0%	0	2.1%	1
Weighted base:		1039		53		38		107		118		68		147		36		52
Sample:		849		34		43		60		44		53		64		47		66

Q35 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]*Those who use electronic home shopping at Q33*

Food	13.7%	142	14.0%	7	6.0%	2	9.3%	10	11.6%	14	7.4%	5	23.0%	34	13.2%	5	16.3%	9
Clothes	37.0%	384	55.6%	30	43.2%	16	33.6%	36	20.0%	24	38.7%	26	41.5%	61	23.8%	9	43.1%	23
Banking / finance	6.6%	69	1.7%	1	0.0%	0	1.1%	1	4.6%	6	2.4%	2	16.1%	24	3.9%	1	12.1%	6
Books	35.9%	373	37.4%	20	41.3%	16	22.2%	24	20.3%	24	45.2%	31	54.2%	79	17.7%	6	32.1%	17
CDs, DVDs, music	34.5%	359	31.6%	17	32.5%	12	18.7%	20	25.1%	30	55.8%	38	49.5%	72	17.1%	6	38.1%	20
DIY goods	4.7%	49	0.0%	0	4.1%	2	3.4%	4	3.5%	4	1.3%	1	6.1%	9	1.1%	0	7.8%	4
Furniture / Carpets	5.6%	58	0.0%	0	2.8%	1	1.8%	2	0.0%	0	7.9%	5	8.0%	12	7.0%	3	4.4%	2
Garden items	2.7%	28	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.3%	1	4.9%	7	2.2%	1	4.4%	2
Holiday and / or Travel Tickets	7.1%	74	3.3%	2	2.8%	1	2.3%	2	4.8%	6	3.5%	2	9.1%	13	9.2%	3	6.8%	4
Jewellery	3.5%	37	3.5%	2	0.0%	0	6.4%	7	1.5%	2	2.4%	2	2.4%	4	1.1%	0	2.4%	1
Major electrical items	15.0%	155	30.6%	16	25.9%	10	6.4%	7	9.1%	11	21.2%	14	23.1%	34	5.3%	2	15.9%	8
Small electrical items	17.1%	178	30.4%	16	10.8%	4	13.4%	14	11.8%	14	31.4%	21	15.9%	23	13.8%	5	13.5%	7
Small household goods	11.1%	115	11.4%	6	4.5%	2	2.9%	3	12.3%	15	14.2%	10	10.4%	15	15.5%	6	10.3%	5
Sports goods	6.3%	65	1.7%	1	1.7%	1	0.0%	0	4.2%	5	5.2%	4	6.8%	10	5.3%	2	6.5%	3
Toys	12.7%	132	4.7%	3	7.7%	3	5.4%	6	14.0%	17	15.0%	10	16.6%	24	14.3%	5	10.4%	5
Other	0.7%	7	1.4%	1	1.1%	0	0.0%	0	1.5%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Games	1.1%	11	0.0%	0	0.0%	0	0.9%	1	3.7%	4	0.0%	0	0.0%	0	0.0%	0	7.3%	4
Cosmetics	1.0%	11	2.6%	1	0.0%	0	0.0%	0	3.7%	4	3.7%	3	0.0%	0	0.0%	0	2.4%	1
Gifts	5.1%	53	9.8%	5	0.0%	0	8.7%	9	0.0%	0	1.1%	1	1.0%	1	0.0%	0	6.8%	4
Insurance	0.3%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobby items	0.5%	5	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parts	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.4%	1
Pet goods	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Computer related goods	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
Craft goods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	14.2%	148	3.1%	2	7.3%	3	31.3%	33	23.0%	27	8.4%	6	5.5%	8	8.7%	3	6.8%	4
(None)	9.9%	103	4.4%	2	20.8%	8	7.2%	8	16.6%	20	1.4%	1	2.1%	3	47.9%	17	7.6%	4
Weighted base:		1039		53		38		107		118		68		147		36		52
Sample:		849		34		43		60		44		53		64		47		66

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q36 Which of these leisure activities do you participate in? [MR]																		
Health and Fitness	21.3%	344	17.7%	19	16.8%	12	39.3%	55	18.7%	38	16.1%	17	23.8%	47	21.7%	14	16.3%	11
Leisure Centre Activities	19.9%	322	17.9%	19	21.4%	15	35.0%	49	21.6%	44	14.5%	15	20.5%	41	14.7%	9	26.7%	18
Cinema	48.4%	783	48.2%	51	45.6%	32	60.9%	85	41.9%	86	56.4%	60	48.6%	97	47.5%	30	50.4%	34
Restaurant	65.6%	1060	65.1%	69	54.3%	38	83.2%	117	54.4%	112	68.7%	73	72.8%	145	68.6%	43	63.8%	43
Pub /Bars	45.4%	734	44.8%	47	38.3%	27	53.3%	75	48.0%	99	64.8%	69	49.7%	99	42.7%	27	62.2%	42
Nightclub	9.8%	159	28.3%	30	7.4%	5	10.9%	15	18.4%	38	15.7%	17	9.6%	19	7.7%	5	10.3%	7
Social Club	8.3%	135	16.8%	18	3.6%	2	6.6%	9	12.0%	25	12.9%	14	5.6%	11	5.8%	4	13.7%	9
Ten Pin Bowling	21.6%	350	32.5%	34	12.3%	9	32.2%	45	23.7%	49	20.4%	22	21.1%	42	12.9%	8	32.7%	22
Bingo	5.8%	94	4.3%	4	9.6%	7	7.2%	10	17.5%	36	5.8%	6	1.8%	4	3.5%	2	1.2%	1
Theatre / concert hall	40.9%	661	27.1%	29	43.1%	30	63.1%	89	44.3%	91	50.8%	54	39.0%	77	43.9%	28	45.3%	31
Museum / Art Galleries	32.0%	518	33.1%	35	35.1%	25	42.4%	59	26.9%	55	35.9%	38	27.5%	55	28.9%	18	26.2%	18
Running / Cycling / outdoor activities	27.9%	450	15.2%	16	18.8%	13	32.0%	45	31.2%	64	29.8%	32	37.4%	74	29.5%	19	35.3%	24
(None mentioned)	17.1%	277	18.7%	20	17.6%	12	7.0%	10	28.4%	58	17.2%	18	13.7%	27	15.1%	10	11.0%	7
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q37 Which centre/facility did you last visit for indoor sports or health and fitness activity?																		
<i>Those who do indoor sports and health and fitness activity at Q36 AND Excl. DK, Internet, Markets</i>																		
Zone 1																		
Bodywize Gym & Fitness Centre, Hinckley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Fitness, Hinckley	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Leisure Centre (Everyone Active), Hinckley	3.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fields Health & Fitness Club, Hinckley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
United Exercise Ltd, Hinckley	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Goodman Special School, Stoke Road, Hinckley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley Island Hotel, Watling Street, Hinckley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sketchley Grange Hotel & Spa, Sketchley Lane, Burbage	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton Leisure Club, Underwood Drive, Stoney Stanton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Desford Hall, Leicester Lane, Desford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Earl Shilton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elmesthorpe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huncote	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Ullesthorpe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby & District Social Centre, Leicester Road, Leicester	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosby	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	4
Fleckney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Court Hotel & Golf Club, Frolesworth Road, Ullesthorpe, Lutterworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Nix Health & Fitness Ltd, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Grammar School, London Road, Great Glen, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham School Sports Centre, Leicester Road, Uppingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
DW Gym Group, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hot Bodys Gym, Leicester	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maxfisique Health Club, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Women, Leicester	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness Club, St. Nicholas Circle, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margaret's Pastures Sports Centre (Leicester Council Leisure Centre), Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Leicester	4.5%	20	18.9%	4	0.0%	0	13.6%	7	0.0%	0	17.6%	4	2.8%	1	0.0%	0	0.0%	0
Abbey Sports & Leisure, Slater Street, Frog Island, Leicester	1.3%	6	3.8%	1	7.8%	2	0.0%	0	5.0%	3	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Frog Island, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Central Mosque, Conduit Street, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0

Weighted:

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Queen Elizabeth II Diamond Jubilee Leisure Centre, Duns Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
The Queen Elizabeth II Diamond Jubilee Leisure Centre, Duns Lane, Leicester	1.3%	6	0.0%	0	0.0%	0	11.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health, Leicester University, University Road, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spence Street Sports Centre (Leicester Council Leisure Centre), Leicester	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Zone 7																		
S & S Fitness Ltd, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sugars Gym, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danielle Brown Sports Centre, Wyggeston Drive, University Road, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Squash Club, London Road, Leicester	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Leisure Centre (Leicester Council Leisure Centre), Leicester	3.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Judgemeadow Community College, Marydene Drive, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurnby Lodge Community Centre, Thurmcourt Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Back to Health, Thurmstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cossington Street Sports Centre (Leicester Council Leisure Centre), Leicester	0.9%	4	17.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Engine Room Health & Fitness Centre, Thurmstone	0.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Neighbourhood Centre, Rothley Street, Leicester	0.5%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Leicester Leys Leisure Centre (Leicester Council Leisure Centre), Leicester	5.8%	27	11.7%	3	67.2%	14	0.0%	0	2.0%	1	0.0%	0	0.0%	0	19.4%	3	1.4%	0
Nuffield Health & Fitness, 1 Byford Way, Leicester	0.4%	2	2.1%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Mowmacre Gym Club, Bewcastle Grove, Leicester	0.2%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Warehouse Gym, Parker Drive, Leicester	1.1%	5	22.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone Leisure Centre (Leicester Council Leisure Centre), Leicester	8.7%	39	0.0%	0	0.0%	0	39.9%	20	15.3%	9	23.3%	6	0.0%	0	9.7%	2	0.0%	0
Southfields Drive Sports Centre, Southfields Drive, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University of Leicester, Manor Road, Oadby	3.0%	14	0.0%	0	0.0%	0	14.9%	8	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Age Concern Ltd, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatynes Health Clubs, Leicester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunstone Leisure Centre (Leicester Council Leisure Centre), Braunstone	5.9%	27	0.0%	0	5.2%	1	0.0%	0	36.4%	21	0.0%	0	0.0%	0	2.5%	0	10.3%	2
Fitness First Leicester Central, Raw Dykes Road, Leicester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0
New Parks Leisure Centre (Leicester Council Leisure)	1.1%	5	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	3	5.5%	1

Column %ges.

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16								
Centre), Leicester																		
Pure Gym Leicester, Leicester	2.2%	10	0.0%	0	3.1%	1	4.9%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Lane Athletics Stadium (Leicester Council Leisure Centre), Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De Montfort University Leisure Centre, The Gateway, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Hilton Leicester, Junction Approach, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Active Life Health & Fitness, Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jinz Ladies Health & Fitness Club, Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Swimming Pool (Everyone Active), Oadby	0.5%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Parklands Leisure Centre (Everyone Active), Oadby	1.8%	8	3.8%	1	0.0%	0	0.0%	0	0.0%	0	11.2%	3	0.0%	0	0.0%	0	0.0%	0
The Fitness Bank, Wigston	0.5%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Unique Physique, Wigston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Leicester Stage Hotel, Leicester Road, Wigston Fields, Leicester	0.9%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0
Oadby	0.7%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Serenity Pilates and Fitness Studio, Bell Street, Wigston	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
United Reformed Church, Rosemead Drive, Oadby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Wigston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
DK's Gym, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Fitness, Leicester	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Mountsorrel	0.5%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Shane Varney Karate School, Lavinia House, Saffron Road, Wigston	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soar Valley Leisure Centre, Kingfisher Road, Mountsorrel	7.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	67.1%	34	0.0%	0	0.0%	0
South Charnwood Leisure Centre, Parkstone Road, Syston	0.9%	4	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.5%	0	0.0%	0
Syston	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0
Thurmaston Community Centre, Silverdale Drive, Thurmaston	0.2%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Aerobics & Tone, Groby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Glenfield Memorial Hall, Glenfield Frith Drive, Glenfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Groby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Kirby Muxloe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0
Zone 16																		
David Lloyd Leisure, Leicester	1.6%	7	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	8.1%	2
David Lloyd Leisure, Narborough	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Enderby Leisure & Golf Centre (Everyone Active), Enderby	7.5%	34	0.0%	0	0.0%	0	0.0%	0	2.0%	1	10.2%	3	0.0%	0	0.0%	0	29.2%	7
LivingWell Health Clubs, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Brockington College, Blaby Road, Leicester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enderby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
The Pavilion, Huncote	2.1%	10	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	4
Winstanley Community College, Kingsway North, Braunstone	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Outside Study Area:																		
Charnwood BC																		
Loughborough	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0
Loughborough Leisure Centre, Browns Lane, Loughborough	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5	0.0%	0	0.0%	0
Outside Study Area:																		
Harborough DC																		
Harborough Leisure Centre, Northampton Road, Market Harborough	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curves, Angel Court, High Street, Market Harborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Lutterworth	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Market Harborough	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area:																		
Hinckley and Bosworth BC																		
Bosworth Hall Hotel, The Park, Market Bosworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley Rugby Club, Leicester Road, Hinckley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton BC																		
Lifestyle Fitness, Raw Dykes Road, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire District Council																		
Hermitage Leisure Centre, Silver Street, Whitwick, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Outside Study Area: Other LA																		
Other	3.0%	13	0.0%	0	0.0%	0	0.0%	0	21.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby BC																		
College of Policing, Leamington Road, Ryton-on-Dunsmore	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Junction One Retail Park, Leicester Road, Rugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland CC																		
Vipers Rugby Football Club, Blaby by Pass, Whetstone	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
(Don't know / can't remember / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	454		24		21		51		57		26		51		16		23	
Sample:	365		17		26		22		25		19		19		22		23	

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
Q38 Which centre/facility did you last visit to go the cinema?									
<i>Those who visit the cinema at Q36 AND Excl. DK, Internet, Markets</i>									
Zone 6									
City Cinema, Abbey Lane, Leicester	0.8%	6	1.8%	1	0.0%	0	0.0%	0	0.0%
Phoenix Cinema and Art Centre, 4 Midland Street, Leicester	6.8%	51	2.9%	1	10.0%	3	11.4%	10	10.4%
Showcase Cinema De Lux Leicester, Highcross Shopping Centre, 7 Highcross Lane, Leicester	21.4%	161	19.3%	9	33.5%	9	20.2%	17	15.8%
Piccadilly Cinema, 2 Green Lane Road, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 12									
Odeon Cinema, 90 Aylestone Road, Freemans Park, Leicester	23.6%	177	43.4%	21	12.1%	3	47.3%	39	28.0%
Zone 16									
Vue Cinemas, Meridian Leisure Park, Lubbethorpe Way, Braunstone	34.6%	260	32.6%	16	44.4%	12	21.2%	18	45.8%
Outside Study Area: Charnwood									
FLIX Student Cinema, Cope Auditorium, Epinal Way, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon Cinema, 7 Cattle Market, Loughborough	3.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Coventry									
Odeon Coventry, Skydome, Croft Road, Coventry	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Showcase Cinemas, Gielgud Way, Coventry	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Market Harborough									
Odeon Cinema, Midland Court, Central Park, Lutterworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Melton Mowbray									
The Regal Cinema, 8 King Street, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Nuneaton & Bedworth									
Odeon Cinema, Bermuda Park, St David's Way, Nuneaton	4.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Other LA									
Cineworld, The Corner House, Forman Street, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, Pegasus Court, Wellingborough Road, Kettering	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other									
Other (Don't know / can't remember varies)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Rugby									
Cineworld Cinemas, Junction One Retail & Leisure Park, Leicester Road, Rugby	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Other									
(Don't know / can't remember varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	752	48	26	83	86	54	93	29	33
Sample:	630	34	32	51	33	44	40	34	45

Weighted:

October 2014

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16							
Q39 Which centre/facility did you last visit to go to a restaurant?																	
<i>Those who visit a restaurant at Q36 AND Excl. DK, Internet, Markets</i>																	
Zone 1																	
Burbage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinkley	3.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	
Sapcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoney Stanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Desford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Earl Shilton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Elmesthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	
Huncote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbold Verdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurlaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Zone 3																	
Ashby Magna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby Parva	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Astley	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Bruntingthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gilmorton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	
Peatling Parva	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	
Ullesthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Blaby	0.8%	7	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.8%	2	0.0%	0	1.1%	0	0.0%
Cosby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Countesthorpe	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.9%	1	1.2%
Kilby	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%
Peatling Magna	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Whetstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Zone 5																	
Adlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Glen	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0	0.0%
Kibworth	1.0%	10	0.0%	0	0.0%	0	1.6%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%
Queniborough	0.3%	3	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scraptoft	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.3%	2	0.0%	0	0.0%
South Croxton	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurnby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highcross, Leicester	1.6%	16	0.7%	0	4.8%	1	0.0%	0	4.8%	5	1.4%	1	1.0%	1	0.0%	0	0.0%
Leicester City Centre	43.9%	429	71.1%	48	41.7%	13	58.8%	65	52.8%	54	39.5%	27	31.4%	42	51.9%	20	43.6%
Wood Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%
Zone 7																	
Highfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Evington Village	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hamilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Humberstone Village	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Zone 9																	
Wolsey Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10																	
Abbey Retail Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys	0.4%	4	1.8%	1	5.5%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Shopping Centre, Leicester	0.3%	3	1.3%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Belgrave Boulevard	1.6%	16	4.5%	3	0.0%	0	6.2%	7	2.0%	2	0.0%	0	2.3%	3	0.0%	0	0.0%
Zone 11																	
Aylestone	0.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clarendon Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glen Parva	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Knighton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoneygate	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%
Stoughton	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 12																	
Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freemans Park, Leicester	0.7%	7	0.0%	0	5.3%	2	0.0%	0	2.0%	2	3.8%	3	0.0%	0	0.0%	0	0.0%
Narborough Road North Retail Park, Leicester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%
Zone 13																	
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16										
Oadby	1.3%	13	0.0%	0	0.0%	0	2.5%	3	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0	
Wigston	1.1%	11	0.7%	0	0.0%	0	4.2%	5	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	
Zone 14																			
Anstey	0.2%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	
Barrow upon Soar	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	10	0.0%	0	0.0%	0	
Birstall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	
Charnwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Cropston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.8%	0	
Mountsorrel	1.6%	15	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	10.0%	14	0.0%	0	0.0%	0	
Quorn	0.8%	8	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0	
Rearsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sileby	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	1.2%	1	
Thurmaston	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thurmaston Shopping Centre, Leicester	0.2%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Woodhouse	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	
Zone 15																			
Glenfield	0.6%	6	0.7%	0	3.9%	1	0.0%	0	1.1%	1	1.3%	1	0.0%	0	4.3%	2	2.0%	1	
Groby	0.6%	5	0.0%	0	2.1%	1	0.0%	0	4.3%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	
Kirby Muxloe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	5.7%	2	
Newtown Linford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	
Ratby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rothley	0.7%	6	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	1.6%	1	0.0%	0	
Syston	0.3%	3	1.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Woodhouse Eaves	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 16																			
Enderby	1.1%	11	0.0%	0	0.0%	0	1.2%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	3	
Fosse Shopping Park, Leicester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	
Grove Farm Triangle, Leicester	1.8%	18	1.3%	1	0.0%	0	1.9%	2	2.2%	2	10.2%	7	0.0%	0	0.0%	0	2.6%	1	
Leicester Forest East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	
Meridian Leisure Park, Leicester	6.1%	59	8.4%	6	1.4%	0	12.9%	14	5.4%	6	2.1%	1	3.1%	4	11.1%	4	4.6%	2	
Narborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	
Zone 17																			
Littlethorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area: Charnwood																			
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gorse Covert Shopping Centre, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Loughborough	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	11	0.0%	0	0.0%	0	
Hoton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Wymeswold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Outside Study Area: Corby																			
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area: Coventry																			
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Alvis Retail Park, Coventry	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ansty Road Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	
Outside Study Area: Market Harborough																			
Lutterworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	
Market Harborough	1.0%	9	0.0%	0	0.0%	0	3.1%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
Bitteswell	1.2%	12	0.0%	0	0.0%	0	0.0%	0	11.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
East Langton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Foxtan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gumley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
South Kilworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside study area: Hinckley & Bosover BC																			
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Market Bosworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	
Sheepy Parva	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	
Twycross	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	
Dadlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area: Melton Mowbray																			
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Melton Mowbray	0.9%	9	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Somerby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Coalville	0.3%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibstock	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Ashby-de-la Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Markfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Birmingham	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.6%	15	1.1%	1	14.6%	5	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.2%	1
Coventry	0.5%	5	0.0%	0	1.4%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	7.4%	10	0.0%	0	0.0%	0
Stratford-upon-Avon	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
Outside study area: Other LA:																		
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.4%	23	0.7%	0	4.6%	1	1.5%	2	0.0%	0	2.1%	1	0.0%	0	3.5%	1	0.8%	0
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
(Don't know / can't remember / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	978	68	31	111	102	69	135	38	42									
Sample:	888	54	41	71	45	60	61	51	61									

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q40 Which centre/facility did you last visit to go to bars, pubs and nightclubs?																		
<i>Those who visit pubs, bars and nightclubs at Q36 AND Excl. DK, Internet, Markets</i>																		
Zone 1																		
Burbage	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hinkley	5.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2		
Sapcote	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stoney Stanton	1.8%	13	0.0%	0	0.0%	0	0.0%	0	14.1%	12	0.0%	0	0.0%	0	0.0%	0		
Wolvey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 2																		
Desford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.2%	1		
Earl Shilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Elmesthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0		
Newbold Verdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 3																		
Ashby Magna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ashby Parva	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Broughton Astley	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1		
Claybrooke Magna	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dunton Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gilmorton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Peatling Parva	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shearsby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 4																		
Blaby	2.5%	17	0.0%	0	1.6%	0	4.2%	3	1.3%	1	2.8%	2	0.0%	0	5.3%	2	3.1%	1
Cosby	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	0	2.0%	1
Countesthorpe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.5%	1	0.0%	0
Fleckney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilby	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.8%	6	0.0%	0	2.9%	1	0.0%	0	1.3%	1	0.7%	0	0.0%	0	0.0%	0	0.8%	0
Zone 5																		
Adlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Billesdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Great Glen	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Houghton on the Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kibworth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Queniborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Scraptoft	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Thurnby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0		
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Highcross, Leicester	0.1%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0		
Leicester City Centre	41.4%	291	96.6%	39	26.7%	7	60.2%	45	53.8%	46	48.2%	32	27.2%	28	32.6%	9	16.7%	7
Zone 7																		
Highfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 8																		
Evington Village	0.7%	5	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hamilton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Humberstone Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0		
Zone 9																		
Wolsey Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 10																		
Abbey Retail Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Barley Croft	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Beaumont Leys	1.0%	7	0.0%	0	18.7%	5	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0		
Beaumont Lodge	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Belgrave Boulevard	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 11																		
Aylestone	0.4%	3	0.0%	0	2.9%	1	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0		
Clarendon Park	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Glen Parva	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Knighton	0.4%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stoughton	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 12																		
Braunstone	0.7%	5	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0		
Freemans Park, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0		
Narborough Road North Retail Park, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1		
Westcotes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0		
Zone 13																		
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

Column %ges.

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Oadby	4.8%	34	0.0%	0	0.0%	0	17.1%	13	5.1%	4	12.4%	8	0.0%	0	0.0%	0	0.0%	0
Wigston	2.9%	20	0.0%	0	0.0%	0	5.6%	4	0.0%	0	16.9%	11	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Anstey	0.6%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Barrow upon Soar	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	11	0.0%	0	0.0%	0
Birstall	0.8%	5	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0
Cropston	0.3%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Mountsorrel	0.8%	6	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0
Quorn	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Rearsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sileby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Swithland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	2.5%	1	0.0%	0
Thrussington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0
Thurmaston	0.6%	4	0.0%	0	2.9%	1	1.6%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Woodhouse	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0
Zone 15																		
Glenfield	1.3%	9	0.0%	0	4.0%	1	0.0%	0	4.0%	3	1.3%	1	0.0%	0	11.1%	3	2.0%	1
Groby	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	6	0.0%	0
Kirby Muxloe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Newtown Linford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Ratby	0.2%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Rothley	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	8	0.0%	0	0.0%	0
Syston	0.6%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Woodhouse Eaves	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	8
Fosse Park South, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Grove Farm Triangle, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	7.4%	3
Leicester Forest East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Meridian Leisure Park, Leicester	0.6%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.7%	2	1.5%	1
Narborough	1.8%	12	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	22.6%	9
Zone 17																		
Littlethorpe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	2.5%	17	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	15	1.4%	0	0.0%	0
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Langton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Hinckley & Bosover BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copt Oak	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Market Bosworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Coalville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donisthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Outside Study Area: Nuneaton & Bedworth																		
Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Birmingham	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Central London	1.0%	7	0.0%	0	17.0%	5	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Coventry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA:																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	6	0.0%	0	0.0%	0	0.9%	1	1.3%	1	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Outside Study Area: Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
(Don't know / can't remember / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		702		41		27		74		86		66		101		29		42
Sample:		631		27		35		48		40		49		46		35		53

Q41 Which centre/facility did you last visit to go ten-pin bowling?*Those who visit ten pin bowling at Q36 AND Excl. DK, Internet, Markets*

Zone 16																		
Hollywood Bowl, Meridian Leisure Park, Lubbethorpe Way	91.3%	305	97.4%	33	89.7%	7	100.0%	45	95.7%	47	100.0%	21	100.0%	36	100.0%	8	100.0%	22
Outside Study Area: Nuneaton & Bedworth																		
MFA Bowl, St Davids Way, Bermuda Park, Nuneaton	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rugby																		
Rugby Superbowl, Junction One Retail Park, Leicester Road, Rugby	2.4%	8	0.0%	0	10.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Coventry																		
Tenpin, Crosspoint Business Park, Olivier Way, Coventry	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Central London	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	2.3%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strykers Pleasure Bowl, Castle Grounds Riverdrive, Tamworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		334		34		8		45		49		21		36		8		22
Sample:		206		17		8		18		11		12		15		7		24

• Total • Zone 9 • Zone 10 • Zone 11 • Zone 12 • Zone 13 • Zone 14 • Zone 15 • Zone 16 • Zone 12 • Zone 13 • Zone 14 • Zone 15 • Zone 16

Q42 Which centre/facility did you last visit to play bingo?

Those who visit bingo at Q36 AND Excl. DK, Internet, Markets

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	
Zone 1															
Flutters, 2 Rugby Road, Hinckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7															
Blue Star Social Club, Evington Road, Leicester	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10															
Gala Bingo, 100 Beaumont Way, Leicester	33.0%	30	0.0%	0	100.0%	7	18.1%	2	45.7%	16	0.0%	0	0.0%	0	22.2%
Zone 11															
Knighton & Clarendon Conservative Club, Clarendon Park Road, Leicester	0.7%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Lane Working Mans Club, Saffron Lane, Leicester	1.8%	2	0.0%	0	0.0%	0	11.6%	1	0.0%	0	7.9%	0	0.0%	0	0.0%
Zone 12															
Mecca Bingo, Freemans Park Campus, Aylestone Road, Leicester	51.3%	46	0.0%	0	0.0%	0	57.5%	6	54.3%	20	92.1%	6	0.0%	0	55.6%
Zone 13															
Wigston	0.7%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 15															
Royal Oak, Main Sreett, Kirby Muxloe	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%
Outside Study Area: Charnwood															
Beacon Bingo, The old cinema, Baxter Gate, Loughborough	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%
Outside Study Area: Coventry															
Gala Bingo Coventry Savoy, Savoy Buildings, Radford Road, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gala Bingo, Brade Drive, Walsgrave, Coventry	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside study area: Harborough DC															
Lutterworth	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: North West Leicestershire															
Flutters Bingo & Social Club, Jackson Street, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area: Nuneaton & Bedworth															
Palace Bingo, Leicester Road, Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Bingo Rooms, Bond Street, Nuneaton	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside study area: Other LA															
Gala Bingo, Liversage Street, Derby	5.0%	4	100.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other															
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		90		4		7		10		36		6		4	
Sample:		66		1		9		9		11		6		1	

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q43 Which centre/facility did you last visit for art/culture activities (i.e. theatres / galleries / museums)?																		
<i>Those who visit art / cultural activities at Q36 AND Excl. DK, Internet, Markets</i>																		
Zone 1																		
Burbage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	1.4%	11	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
The Britannia Centre, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Zone 2																		
Desford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Ashby Magna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Adlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	70.8%	528	87.9%	37	67.4%	24	74.3%	65	86.8%	87	73.5%	37	57.9%	47	82.1%	26	72.9%	23
Vaughan Way Development, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Wood Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Highfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Wolsey Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Shopping Centre, Leicester	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Braunstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																		
Enderby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																		
Littlethorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Charnwood																		
Baxter Gate, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	1.6%	12	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	3	1.9%	1	1.6%	1
Outside Study Area: Corby																		
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Outside Study Area: Coventry																		
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foleshill Road Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Market Harborough																		
Lutterworth	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
North Kilworth	1.1%	8	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.5%	1	1.7%	1	3.9%	1	0.0%	0
Outside study area: Hinckley & Bosover BC																		
Barwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Melton																		

Column %ges.

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Mowbray																		
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: North West Leicestershire																		
Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Nuneaton & Bedworth																		
Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Road Retail Park, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA																		
Birmingham	1.6%	12	2.1%	1	3.6%	1	0.0%	0	1.7%	2	1.0%	0	0.0%	0	0.0%	0	1.6%	1
Central London	8.4%	63	0.0%	0	18.9%	7	10.8%	9	3.2%	3	1.5%	1	12.5%	10	3.2%	1	6.6%	2
Coventry	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Leeds	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	2.3%	17	0.0%	0	0.0%	0	6.1%	5	1.1%	1	4.7%	2	4.4%	4	0.0%	0	0.0%	0
Nottingham	3.9%	29	1.8%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	20.1%	16	1.9%	1	8.0%	3
Stratford-upon-Avon	0.6%	5	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside study area: Other LA:																		
Abroad	1.7%	13	0.0%	0	0.0%	0	1.4%	1	0.0%	0	10.3%	5	0.0%	0	1.3%	0	0.0%	0
Other	3.7%	28	1.8%	1	1.8%	1	4.0%	3	4.0%	4	6.6%	3	0.0%	0	1.9%	1	1.6%	1
Outside Study Area: Rugby Centre, Rugby																		
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area: Rutland																		
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																		
(Don't know / can't remember / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	746	42	36	87	101	50	82	31	32									
Sample:	744	37	42	59	46	51	42	42	46									

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
Q44 Which centre/facility did you last visit for running / cycling / outdoor activities?																		
<i>Those who visit running / outdoor activities at Q36 AND Excl. DK, Internet, Markets</i>																		
Zone 1																		
Burbage	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinkley	6.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharnford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Desford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huncote	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurlaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Ashby Magna	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Blaby	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Cosby	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Countesthorpe	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0
Zone 5																		
Adlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scraptoft	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Zone 6																		
Haymarket Shopping Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	27.5%	105	36.1%	6	18.8%	1	66.9%	27	31.4%	18	20.9%	6	10.1%	7	42.0%	5	1.9%	0
Zone 7																		
Highfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Evington Village	1.5%	6	3.1%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0
Humberstone Village	1.7%	7	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Wolsey Island	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Abbey Retail Park, Leicester	0.6%	2	0.0%	0	37.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barley Croft	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	0.7%	3	0.0%	0	23.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Belgrave Boulevard	0.5%	2	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aylestone	4.6%	18	0.0%	0	0.0%	0	0.0%	0	31.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glen Parva	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	2	0.0%	0
Stoneygate	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Braunstone	1.8%	7	32.5%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Zone 13																		
Bull Head Street Retail Park, Wigston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	3.2%	12	0.0%	0	0.0%	0	4.6%	2	0.0%	0	18.0%	5	0.0%	0	0.0%	0	2.8%	1
Wigston	3.4%	13	0.0%	0	0.0%	0	2.5%	1	0.0%	0	25.3%	7	0.0%	0	0.0%	0	7.2%	1
Zone 14																		
Anstey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow upon Soar	4.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	17	0.0%	0	0.0%	0
Birstall	1.4%	5	11.1%	2	6.7%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Charnwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Mountsorrel	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Quorn	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Sileby	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Thruslington	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0
Thurmaston	0.1%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wanlip	0.4%	1	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Woodhouse	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0
Zone 15																		
Glenfield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	0.0%	0
Newtown Linford	4.1%	15	3.1%	0	0.0%	0	0.0%	0	3.1%	2	9.7%	3	7.6%	5	0.0%	0	2.8%	1
Ratby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0
Rothley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Syston	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Woodhouse Eaves	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16							
Zone 16																	
Enderby	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	3					
Fosse Park South, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1					
Leicester Forest East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1					
Narborough	2.5%	9	0.0%	0	0.0%	0	6.2%	2	0.0%	0	35.8%	6					
Zone 17																	
Littlethorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Outside Study Area: Charnwood																	
Baxter Gate, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Loughborough	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1					
Outside Study Area: Corby																	
Cockerell Road Development, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Outside Study Area: Coventry																	
Airport Retail Park, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Ansty Road Retail Park, Coventry	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	5					
Outside Study Area: Market Harborough																	
Lutterworth	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Market Harborough	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1					
Bitteswell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Cold Ashby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Outside study area: Hinckley & Bosover BC																	
Barwell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Bagworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Market Bosworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Stapleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Outside Study Area: Melton Mowbray																	
Beck Mill, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Melton Mowbray	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1					
Somerby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0					
Outside Study Area: North West Leicestershire																	
Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1					
Thornton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Outside Study Area: Nuneaton & Bedworth																	
Bedworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Outside study area: Other LA																	
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Outside study area: Other LA:																	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Other	9.9%	38	0.0%	0	0.0%	0	17.4%	7	30.3%	17	0.0%	0					
Outside Study Area: Rugby																	
Clock Towers Shopping Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Outside Study Area: Rutland																	
Oakham	1.2%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	1	5.4%	4					
Other																	
(Don't know / can't remember / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Weighted base:	381		16		6		40		56		28		66		12		18
Sample:	307		14		9		25		18		20		28		14		23

Weighted:

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	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
Q45 How do you normally travel when visiting leisure destinations?																		
<i>Those who do leisure activities at Q36</i>																		
Car / van (as driver)	63.3%	848	54.4%	47	59.4%	34	56.1%	73	58.9%	87	53.6%	47	65.2%	112	72.7%	39	65.2%	39
Car / van (as passenger)	13.1%	176	8.2%	7	13.7%	8	16.0%	21	8.1%	12	24.8%	22	20.4%	35	4.9%	3	11.7%	7
Bus, minibus or coach	7.9%	106	11.0%	9	13.0%	7	13.3%	17	8.8%	13	11.3%	10	2.6%	5	5.7%	3	6.8%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Walk	9.4%	127	18.7%	16	9.0%	5	9.8%	13	13.7%	20	6.0%	5	6.7%	12	11.1%	6	8.3%	5
Taxi	1.8%	24	0.0%	0	3.6%	2	0.9%	1	5.1%	8	0.0%	0	0.8%	1	1.5%	1	3.0%	2
Train	0.5%	6	0.9%	1	1.3%	1	0.5%	1	0.0%	0	0.6%	0	0.5%	1	0.0%	0	1.1%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.2%	16	6.1%	5	0.0%	0	0.9%	1	2.2%	3	2.1%	2	1.8%	3	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	34	0.9%	1	0.0%	0	2.0%	3	3.1%	5	1.7%	1	1.1%	2	4.1%	2	4.0%	2
Weighted base:		1340		86		57		130		147		88		172		54		60
Sample:		1306		78		77		91		73		83		81		82		85

Q46 Which leisure facilities would you like to see more of in the area? [MR]

Bars / pubs	1.0%	16	0.0%	0	1.7%	1	0.7%	1	0.6%	1	6.6%	7	0.7%	1	0.0%	0	0.0%	0
Better shopping facilities	0.7%	12	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Bowling alley	2.4%	38	1.2%	1	7.6%	5	0.0%	0	1.0%	2	2.2%	2	2.1%	4	0.0%	0	0.0%	0
Cinema	3.9%	63	2.6%	3	2.0%	1	0.5%	1	0.0%	0	6.7%	7	2.1%	4	0.0%	0	0.0%	0
Concert hall / venue	1.9%	30	0.0%	0	0.0%	0	10.8%	15	1.4%	3	0.9%	1	1.8%	4	1.0%	1	2.6%	2
Cycle paths / area	2.5%	40	2.9%	3	3.1%	2	1.3%	2	4.2%	9	0.8%	1	1.6%	3	1.0%	1	2.8%	2
Dance facilities	0.3%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Extreme sports	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness (Gym)	2.3%	38	5.3%	6	1.8%	1	0.7%	1	1.1%	2	4.9%	5	2.6%	5	1.0%	1	0.0%	0
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	1.6%	26	0.0%	0	1.1%	1	5.1%	7	1.0%	2	0.0%	0	0.7%	1	3.6%	2	3.8%	3
Karting	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	4.1%	66	10.7%	11	1.1%	1	5.8%	8	1.1%	2	0.0%	0	0.7%	1	2.9%	2	1.2%	1
More children facilities / activities	4.8%	78	2.7%	3	3.3%	2	3.3%	5	3.1%	6	5.8%	6	4.5%	9	1.0%	1	6.2%	4
More sports facilities (football pitches, tennis courts)	2.0%	33	1.8%	2	1.8%	1	5.4%	8	0.6%	1	6.7%	7	1.8%	4	4.4%	3	1.2%	1
Museum / art galleries	0.5%	8	0.8%	1	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.7%	1	0.0%	0	1.9%	1
Outdoor play areas / park facilities	1.6%	25	1.2%	1	1.5%	1	0.7%	1	0.6%	1	4.7%	5	0.0%	0	0.0%	0	0.0%	0
Paintballing	0.2%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	1.3%	22	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.8%	2	5.0%	10	0.0%	0	0.7%	1
Swimming pool	8.4%	136	10.4%	11	5.5%	4	5.9%	8	0.8%	2	18.6%	20	7.5%	15	7.0%	4	5.6%	4
Theatre	0.4%	7	0.0%	0	1.7%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	1.5%	1
Other	2.2%	35	0.0%	0	0.0%	0	2.2%	3	5.9%	12	1.5%	2	0.9%	2	0.0%	0	1.9%	1
Roller skating	0.5%	8	0.0%	0	0.0%	0	1.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Golf	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.9%	2	0.0%	0	0.0%	0
Bingo	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0
Activities for older people	0.4%	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.3%	1	0.5%	0
Social club / community centre	0.3%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4
(None)	63.9%	1033	56.3%	59	60.7%	42	64.4%	90	73.0%	150	52.9%	56	70.7%	140	67.9%	43	66.7%	45
(Don't know)	6.7%	108	13.9%	15	12.6%	9	7.5%	11	5.7%	12	4.3%	5	4.4%	9	13.2%	8	4.1%	3
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

GEN Gender of respondent.

Male	35.7%	577	48.0%	50	30.4%	21	36.0%	51	38.4%	79	41.4%	44	27.6%	55	32.5%	21	39.8%	27
Female	64.3%	1040	52.0%	55	69.6%	49	64.0%	90	61.6%	126	58.6%	62	72.4%	144	67.5%	43	60.2%	41
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16									
AGE Could I ask, how old are you?																		
18 – 24 years	6.6%	107	17.0%	18	5.6%	4	8.5%	12	0.0%	0	8.4%	9	8.6%	17	0.0%	0	4.5%	3
25 – 34 years	16.5%	267	19.8%	21	6.5%	5	19.7%	28	17.7%	36	19.5%	21	5.0%	10	6.8%	4	10.5%	7
35 – 44 years	19.3%	311	8.9%	9	11.7%	8	17.7%	25	17.0%	35	21.1%	22	34.3%	68	17.1%	11	28.3%	19
45 – 54 years	16.9%	273	9.8%	10	15.7%	11	14.0%	20	7.5%	15	18.7%	20	31.3%	62	14.4%	9	25.3%	17
55 – 64 years	16.0%	259	20.3%	21	23.3%	16	18.5%	26	21.2%	43	9.2%	10	8.6%	17	19.7%	12	11.6%	8
65+ years	20.8%	336	22.3%	24	29.9%	21	19.0%	27	31.1%	64	18.4%	20	11.3%	22	35.7%	23	16.8%	11
(Refused)	4.0%	64	1.9%	2	7.4%	5	2.8%	4	5.6%	11	4.6%	5	0.9%	2	6.4%	4	3.0%	2
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102
ADU How many adults, including yourself, live in your household (16 years and above)?																		
One	19.2%	311	12.6%	13	24.6%	17	17.5%	25	36.6%	75	9.6%	10	14.3%	28	15.6%	10	15.7%	11
Two	47.5%	768	33.0%	35	53.3%	37	38.0%	53	46.1%	95	40.9%	44	58.3%	116	63.9%	40	51.1%	35
Three	16.2%	262	18.5%	19	5.7%	4	24.7%	35	6.4%	13	31.1%	33	11.8%	23	11.3%	7	21.6%	15
Four or more	12.6%	204	32.6%	34	12.7%	9	17.0%	24	5.4%	11	14.6%	16	11.9%	24	3.4%	2	6.0%	4
(Refused)	4.5%	72	3.3%	3	3.7%	3	2.8%	4	5.6%	11	3.7%	4	3.7%	7	5.8%	4	5.6%	4
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102
CHI How many children aged under 16 years old are there living in your household?																		
None	64.1%	1035	75.9%	80	74.0%	52	61.2%	86	71.4%	147	61.8%	66	55.7%	111	67.8%	43	64.6%	44
One	9.7%	156	5.0%	5	11.6%	8	6.1%	9	7.8%	16	9.3%	10	10.8%	21	16.2%	10	11.8%	8
Two	15.4%	249	12.3%	13	7.3%	5	15.9%	22	8.9%	18	21.7%	23	22.6%	45	5.3%	3	16.2%	11
Three	5.4%	87	1.8%	2	1.1%	1	14.1%	20	4.2%	9	1.8%	2	7.2%	14	4.9%	3	1.9%	1
Four or more	1.1%	18	1.8%	2	2.3%	2	0.0%	0	2.1%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.4%	71	3.3%	3	3.7%	3	2.8%	4	5.6%	11	3.7%	4	3.7%	7	5.8%	4	5.6%	4
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102
CAR How many cars does your household own or have the use of?																		
None	11.8%	191	21.3%	22	16.0%	11	19.3%	27	17.9%	37	4.6%	5	3.8%	7	7.6%	5	6.7%	5
One	36.3%	587	37.1%	39	52.0%	36	25.3%	35	48.4%	99	34.0%	36	23.5%	47	33.8%	21	27.9%	19
Two	35.2%	569	27.1%	29	18.4%	13	28.9%	41	20.2%	41	45.2%	48	57.6%	114	46.3%	29	46.3%	31
Three or more	12.5%	202	12.6%	13	10.0%	7	23.7%	33	7.4%	15	12.5%	13	11.4%	23	6.5%	4	13.4%	9
(Refused)	4.2%	68	1.9%	2	3.7%	3	2.8%	4	6.1%	13	3.7%	4	3.7%	7	5.8%	4	5.6%	4
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102
EMP Is the chief wage earner in full-time or part-time employment? <i>Those in employment</i>																		
Full-time	74.0%	915	67.0%	51	63.9%	33	65.1%	67	72.9%	98	77.2%	66	85.8%	152	62.7%	27	73.2%	41
Part-time	9.5%	118	23.6%	18	7.6%	4	15.6%	16	10.4%	14	3.8%	3	7.3%	13	5.5%	2	5.4%	3
Retired - private company pension	16.2%	199	9.4%	7	28.5%	15	19.3%	20	16.7%	23	19.0%	16	6.8%	12	31.8%	14	19.6%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Weighted base:		1235		76		52		103		135		85		177		43		56
Sample:		1108		55		65		71		60		75		83		61		83
HOM Do you own your own home?																		
Yes	75.2%	1216	62.1%	65	79.4%	55	68.7%	96	73.4%	151	77.8%	83	87.2%	173	82.7%	52	84.1%	57
No	19.6%	317	33.3%	35	14.5%	10	26.8%	38	20.5%	42	16.7%	18	8.4%	17	12.2%	8	8.9%	6
(Refused)	5.2%	84	4.6%	5	6.0%	4	4.6%	6	6.1%	13	5.5%	6	4.4%	9	5.1%	3	7.0%	5
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?																		
White	76.7%	1239	35.2%	37	83.0%	58	68.6%	96	85.4%	175	77.5%	82	91.1%	181	90.0%	57	91.2%	62
Indian	12.0%	194	43.1%	45	8.0%	6	16.9%	24	7.9%	16	16.3%	17	4.1%	8	3.0%	2	0.7%	1
Pakistani	1.6%	26	0.0%	0	0.0%	0	9.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.8%	14	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	2.2%	35	6.7%	7	0.6%	0	0.7%	1	0.0%	0	0.7%	1	0.9%	2	0.0%	0	0.0%	0
Black Caribbean	0.5%	9	0.5%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.1%	2	0.0%	0	1.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.7%	92	13.6%	14	6.0%	4	2.8%	4	6.7%	14	4.9%	5	3.9%	8	7.0%	4	8.1%	5
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

QUOTA Zone

Zone 1	8.0%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	3.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.4%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	3.8%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	7.4%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	5.6%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	5.3%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	6.5%	105	100.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	4.3%	70	0.0%	0	100.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	8.7%	140	0.0%	0	0.0%	0	100.0%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	12.7%	205	0.0%	0	0.0%	0	0.0%	0	100.0%	205	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	6.6%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	106	0.0%	0	0.0%	0	0.0%	0
Zone 14	12.3%	199	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	199	0.0%	0	0.0%	0
Zone 15	3.9%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	63	0.0%	0
Zone 16	4.2%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	68
Weighted base:		1617		105		70		140		205		106		199		63		68
Sample:		1614		101		100		102		102		101		101		101		102

Weighted:

October 2014

PC	Postcode	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16					
LE1 2		0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE1 3		0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE1 5		0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE1 6		0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE1 7		0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE100		3.7%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE101		1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE102		2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE103		0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE127		3.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	55	0.0%	0
LE128		3.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	49	0.0%	0
LE175		1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE181		1.4%	23	0.0%	0	0.0%	0	0.0%	0	22.0%	23	0.0%	0	0.0%	0
LE182		1.2%	19	0.0%	0	0.0%	0	0.0%	0	18.2%	19	0.0%	0	0.0%	0
LE183		1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE184		1.6%	25	0.0%	0	0.0%	0	0.0%	0	23.5%	25	0.0%	0	0.0%	0
LE192		1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	17
LE193		0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	15
LE194		0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	14
LE2 0		1.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 1		2.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE2 2		1.6%	26	0.0%	0	0.0%	0	18.9%	26	0.0%	0	0.0%	0	0.0%	0
LE2 3		1.3%	20	0.0%	0	0.0%	0	14.4%	20	0.0%	0	0.0%	0	0.0%	0
LE2 4		1.7%	28	0.0%	0	0.0%	0	0.0%	0	26.1%	28	0.0%	0	0.0%	0
LE2 5		0.7%	11	0.0%	0	0.0%	0	0.0%	0	10.2%	11	0.0%	0	0.0%	0
LE2 6		1.8%	29	0.0%	0	0.0%	0	20.7%	29	0.0%	0	0.0%	0	0.0%	0
LE2 7		1.6%	26	0.0%	0	0.0%	0	0.0%	0	12.8%	26	0.0%	0	0.0%	0
LE2 8		1.8%	29	0.0%	0	0.0%	0	20.6%	29	0.0%	0	0.0%	0	0.0%	0
LE2 9		2.2%	36	0.0%	0	0.0%	0	25.4%	36	0.0%	0	0.0%	0	0.0%	0
LE3 0		1.6%	26	0.0%	0	0.0%	0	0.0%	0	12.4%	26	0.0%	0	0.0%	0
LE3 1		1.9%	30	0.0%	0	0.0%	0	0.0%	0	14.6%	30	0.0%	0	0.0%	0
LE3 2		2.3%	37	0.0%	0	0.0%	0	0.0%	0	18.2%	37	0.0%	0	0.0%	0
LE3 3		1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	22
LE3 5		0.6%	10	0.0%	0	0.0%	0	4.9%	10	0.0%	0	0.0%	0	0.0%	0
LE3 6		2.0%	33	0.0%	0	0.0%	0	0.0%	0	16.0%	33	0.0%	0	0.0%	0
LE3 8		1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.8%	23
LE3 9		2.7%	43	0.0%	0	0.0%	0	0.0%	0	21.1%	43	0.0%	0	0.0%	0
LE4 0		2.1%	35	0.0%	0	49.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 1		0.8%	13	0.0%	0	18.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 2		1.4%	22	0.0%	0	31.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 3		0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	14	0.0%	0
LE4 4		0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	11	0.0%	0
LE4 5		1.5%	24	23.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 6		2.5%	40	38.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 7		1.7%	27	25.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE4 8		0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	13	0.0%	0
LE4 9		0.9%	14	13.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE5 0		1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE5 1		2.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE5 2		1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE5 3		2.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE5 4		2.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE5 5		2.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE5 6		1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE6 0		1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	29
LE7 1		0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	7	0.0%	0
LE7 2		1.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	20	0.0%	0
LE7 3		1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE7 4		0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	7	0.0%	0
LE7 7		1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	23	0.0%	0
LE7 9		1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE8 0		0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE8 4		1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE8 5		1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE8 6		0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE8 8		0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE8 9		0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE9 1		0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE9 2		0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	11
LE9 3		0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE9 4		0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE9 6		1.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Leicester and Blaby Town Centre and Retail Study for WYG

Weighted:

October 2014

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
LE9 7	1.8% 30	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
LE9 9	0.9% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1617	105	70	140	205	106	199	63	68
Sample:	1614	101	100	102	102	101	101	101	102

Appendix 3

Leicester City Council Health Check Assessments

Abbey Lane

ADDRESS (and Zone)	Abbey Lane Zone 9
DESCRIPTION	<p>Abbey Lane was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).</p> <p>Abbey Lane (the A6) connects Birstall and Loughborough with the city centre. The road is 40mph and four lanes wide as it passes the shops, but is split into two carriageways that are divided by a tree lined avenue. The former local centre is split into three constituent parts, which are all located on the eastern side of the road. However, the northern and southern parts are separated by a distance of 180 metres, although the area between is interspersed with several non-residential uses. The shops are surrounded by housing to the east and west with a primary school close by to the north and the National Space Centre is approximately 400 metres to the south.</p>
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Car accessories shop, Abbey Lane



Parking outside shops on Abbey Lane



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	None	0
Comparison	1 (+3)	NATIONAL OPERATORS	TOTAL:
Retail Service	4 (+1)	Bargain Booze	1
Leisure Service	4 (+1)		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	11 (+5)		



<p>USES</p>	<p>The former centre boundary comprises 11 retail units, eight of which provide leisure or retail services with a high proportion of health and beauty providers and hot food takeaways. There are also two convenience stores, including a general store and an off licence. To the south, there are also an electrical goods store, a hairdresser and a public house, which relate relatively well to the core of shops. There are dispersed residential and other commercial uses between the northern and southern parts of the former local centre boundary and to the south. The retail units appear to be in fairly high demand, as there are no vacancies. We consider the number of units and the types of goods and service on offer to perform at the level of a neighbourhood parade.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity was at a reasonable level when visited around 9am on Monday 18th May 2015. The focus of activity was around the southern part of the former centre boundary, with the convenience store, cafe and Burmick car accessories attracting a reasonable level of custom. Several takeaways and hairdressers were also closed, so activity would be expected to be higher on other days of the week and later in the day.</p>
<p>ACCESSIBILITY</p>	<p>Abbey Lane is accessible by car and on foot. The shops all being located on one side of the A6 enables people to walk between them with ease. A controlled pedestrian crossing across Abbey Lane links the shops with the residential area to the west. Some free car parking is available in front of the shops and on the adjoining side streets. However, the availability of parking was noted as an issue. In addition, no cycle parking or other cycle facilities were observed. The area also lacks good public transport connections with only a very limited bus service on offer.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The area around the shops generally felt safe and secure. The footway is largely overlooked by a largely active retail frontage. The road is also open and fairly busy, which provides further natural surveillance. Overall, there were very few indications that crime may be an issue in this location.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The shops and other buildings have a functional appearance and there were very few instances of particularly poor environmental quality, although a small amount of graffiti was observed. The tree lined avenue along the centre of Abbey Lane helps to soften the impact of the busy main road. The area has several litter bins and generally appeared to be clean and tidy at the time of our visit.</p>
<p>CONCLUSION</p>	<p>The northern and southern parts of Abbey Lane's former centre boundary are separated by a distance of 180 metres. However, there are a number of non-residential uses that link the two, some of which are main town centre uses and recommend that the former centre boundary is redrawn to include the main town centre uses on its edge. We consider Abbey Lane's retail and service function to match that of a neighbourhood parade.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – good range of shops to support the surrounding residential uses. ≠ Weakness – the shops are dispersed with residential uses, which dilute the focus of the retail core and reduce the potential to generate linked shopping trips. ≠ Opportunity – to improve the parking provision and gain additional passing trade. ≠ Threat – units becoming vacant would have a big impact on the quality of this area.












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Leicester City Council & Blaby District Council

Ref: A088154/89

Abbey Lane

Key

-  Former Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,750 @ A3

May 2015

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Aikman Avenue

ADDRESS (and Zone)	Aikman Avenue Zone 12
DESCRIPTION	<p>Aikman Avenue's commercial centre comprises a large purpose built three-storey terrace with ground floor retail and first and second floor residential uses. The retail frontage is set beneath a colonnade, which also acts as a balcony to the first floor flats. The shops are set back from Aikman Avenue by an area of greenery, comprising a grassed verge with trees and flowers.</p> <p>The centre is located less than 2 miles to the west of Leicester city centre. To the north is a suburban residential area and to south on the opposite side of Aikman Avenue is a large complex of three storey flats, which spans the length of the retail frontage and beyond.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

View of the parade along Aikman Avenue



The Good Neighbours, Public House



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	4	STAR (Supporting Tenants and Residents), Salvation Army place of worship on edge of centre boundary	1
Comparison	2	NATIONAL OPERATORS	TOTAL:
Retail Service	1	Co-operative Food, Co-operative Pharmacy, Martins	3
Leisure Service	2		
Financial & Business Services	0		
Miscellaneous	2 (+2)		
Vacant	0		
Total No. of Uses	11 (+2)		



<p>USES</p>	<p>Aikman Avenue has a strong convenience goods representation, which includes two general convenience stores, a butcher and a bakery. The bakery also has an internal seating area. There are two comparison retailers, which are a pharmacy and a small discount home store. The retail service offer is limited to only one hair salon.</p> <p>It was noted that the centre does not contain any hot food takeaways. However, there are other leisure service within the centre boundary, which includes a pub and a betting shop. Although there are no financial and professional service units within the parade, there are several free ATM cash machines on the external walls of the Co-operative Food and the Post Office.</p> <p>There are several additional units adjacent to the edge of the centre boundary that would normally be considered to form part of the main commercial area. These include the New Parks Community Centre and the library.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity within the shopping area was high when visited around 1.30pm on Wednesday 26th November 2014. The bakery and Co-op were especially busy, although this may be attributed to the time of day when people were buying their lunch. The dentist and the Supporting Tenants and Residents units appeared to be significantly quieter. The good interaction between the shops and the New Parks Community Centre / library was also noted, with people making linked trips between the two.</p>
<p>ACCESSIBILITY</p>	<p>Aikman Avenue has excellent all-round accessibility. There is a ready supply of on-street car parking on both sides of the road. The parking arrangements are set out in bays, which keep the main carriageway unobstructed and free-flowing. The bays are free but have a limited waiting restriction, which enables a constant turnover of vehicles but provides sufficient time for a shopping trip.</p> <p>Pedestrian accessibility is also good. The parade is located close to a densely population residential area and is in walking distance of a large number of people. The walkways in front of the units are wide and unobstructed. In addition, there is a controlled crossing on Aikman Avenue close to the library and a pedestrian refuge adjacent to the Good Neighbours pub towards the east of the shopping area. The pedestrian crossing facilities are well placed in to allow people to access the shops from the surrounding residential areas.</p> <p>A good level of public transport provision can also be accessed easily from the shopping area. There are bus shelters in two locations on both sides of the Aikman Avenue, 30 metres east of the defined centre boundary and adjacent to the library to the west. These are served by the 14, 14A and 94 bus services, which operate regularly in each direction.</p> <p>Although no specific cycle parking facilities were observed during the visit, the metal rail</p>



	<p>surrounding the forecourt of the units was observed being used as an informal cycle parking facility. This rail extends along the whole retail frontage and is ideal for securing a bicycle in practise</p>
<p>PERCEPTION OF SAFETY</p>	<p>Although Aikman Avenue has a colonnade, the retail frontage is painted in a light colour, which helps to create a bright environment along the retail frontage. The shops have large windows, which provide natural surveillance. In addition, the high level of pedestrian activity helps the centre to feel safe and secure.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Overall, Aikman Avenue has a relatively good environmental quality. The overall appearance of the buildings along Aikman Avenue has been improved by the used of landscaping which softens the impact of the built form and encloses the space in front of the shops.</p> <p>The shop facades are of reasonable quality and the forecourt in front of the shops was observed as being clear of litter during our visit. The parking bays in front of the shops help to coordinate parked vehicles, which gives the street tidy and ordered appearance. The new library and community centre buildings to the west of the parade also modernise the wider retail frontage.</p>
<p>CONCLUSION</p>	<p>Aikman Avenue has 11 retail units with a good range of units offering a variety of goods and services. In addition, there are several buildings on the edge of the defined centre boundary that play an active role in the overall function of the centre, including a library and a Leicester City Council community building. Given the range of services on offer within and immediately adjacent to the shopping area, it is considered that Aikman Avenue currently functions at a level that is consistent with a local centre.</p> <p>The centre is in good health with no vacant units and good levels of footfall throughout the retail frontage. Although the quality of the buildings is not particularly good, the shop fronts and the use of landscaping help to create a vibrant and safe shopping environment.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – excellent public transport and pedestrian accessibility and within walking distance of a large number of houses. ≠ Strength – parking availability and relatively good environmental quality. ≠ Weakness – no financial and professional service units. ≠ Opportunity – to improve the environmental quality of the opposite site of the road.










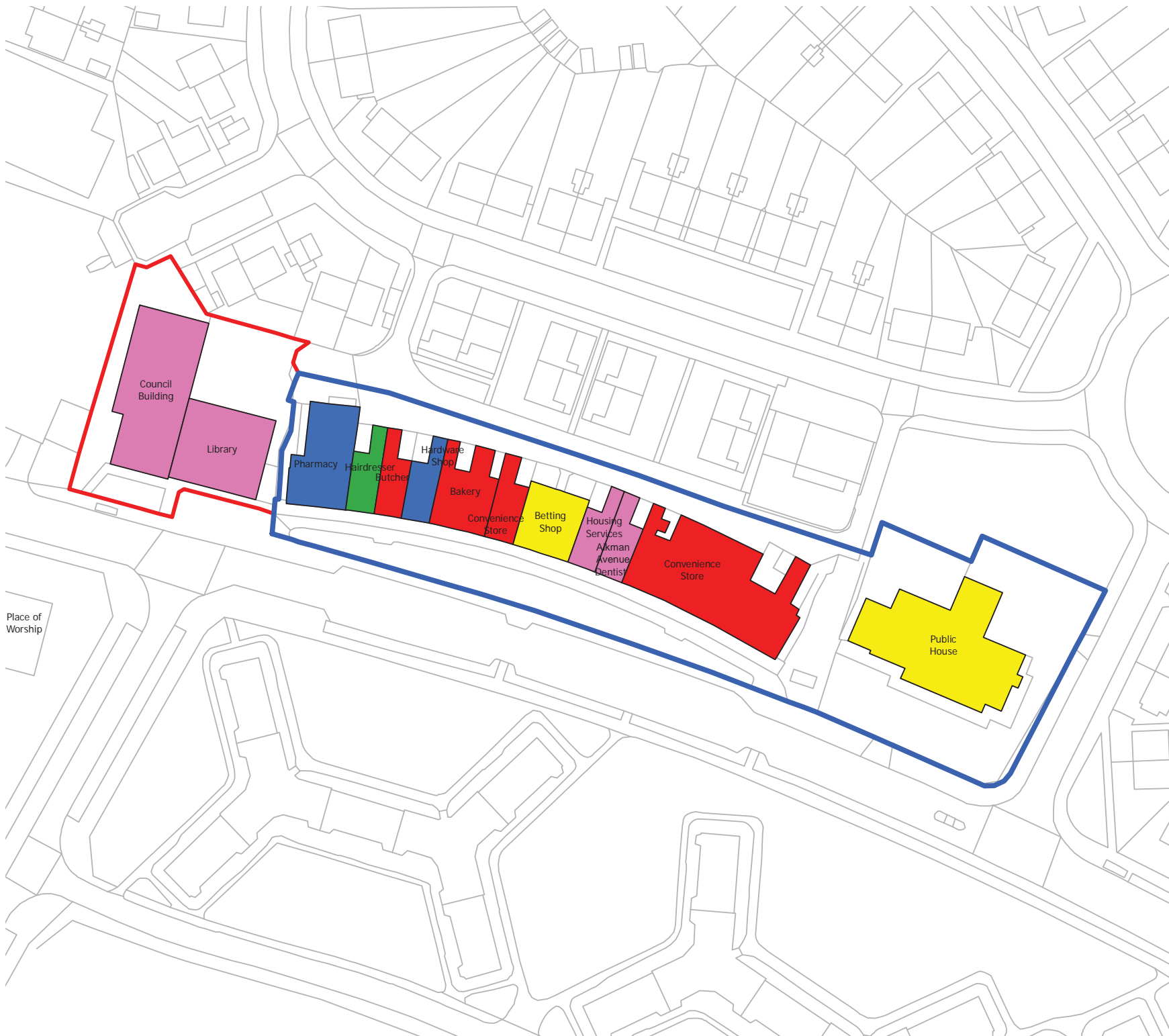
**Leicester City Council
& Blaby District Council**

Ref: A088154/001

Aikman Avenue

Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3

January 2015

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Allandale Road / Francis Street

ADDRESS (and Zone)	Allandale Road, Francis Street Zone 11
DESCRIPTION	Allandale Road / Francis Street local centre is located in the south-west of Leicester. The shopping area is surrounded by large detached and semi-detached housing and is within a more affluent part of the city. The centre comprises two roads of terraced retail units selling mainly higher end products and services. The frontage on Allandale Road is taken up entirely by retail commercial uses but Francis Street is interspersed with residential uses. The units are occupied almost exclusively by independent retailers, probably owing to the small unit sizes and role of the centre.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Francis Street



Allandale Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	5	Dentist	1
Comparison	29 (+1)	NATIONAL OPERATORS	TOTAL:
Retail Service	9 (+1)	Bang and Olufsen, Bose	2
Leisure Service	6		
Financial & Business Services	3 (+1)		
Miscellaneous	0 (+2)		
Vacant	9		
Total No. of Uses	61 (+5)		

USES	The centre has a low proportion of convenience units. There are two newsagents / general stores and the remaining convenience uses comprise two health food shops and a wine
-------------	--



	<p>merchant.</p> <p>Conversely, the proportion of comparison goods operators is very high, with 47.5% of all units within the defined centre boundary falling within this category. There are eight clothes shops and two shoe shops. In addition, there are several boutique gift shops, as well as many shops selling high end specialist goods such as jewellery, wedding dresses and electrical products. However, the centre also contains a pharmacy, which is a key community facility.</p> <p>The leisure service sector is represented by six units comprising four cafes, a bar and a hot food takeaway. These are all located on Allandale Road. Of the nine retail service units, eight offer health and beauty services, which reflects the high end nature of this centre. The remaining unit is an optician. The centre also has two estate agents and a financial advisor, which make up the financial and professional service proportion of the centre.</p> <p>Vacancy seems to be an issue, as nine retail units were empty at the time of the visit, which equates to vacancy rate 14.8%. This is above the national average of 11.4% of the total number of units.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows were relatively low when visited around 12.30pm on Tuesday 4th November 2014. This is surprising given the number of retail units within the centre and the time of day, which is normally a busier period. However, the parking spaces along both roads were almost fully occupied.</p> <p>There didn't seem to be an area within the centre that had higher or lower pedestrian flows. Instead, the levels of pedestrian flows across the entire centre were generally quite low.</p>
<p>ACCESSIBILITY</p>	<p>Accessibility within the centre generally achieves only a moderate standard. The street is narrow and there are low volumes of traffic, which makes for a quiet pedestrian friendly environment. There are footpaths on both side of the road, which are sufficiently wide and are clear of obstructions.</p> <p>There is on-street car parking more or less along the whole lengths of both Allandale Road and Francis Street, so there is opportunity for customers to park close to their desired destination. However, demand for parking is competitive and parking availability was noted to be an issue during the centre's inspection.</p> <p>No provision for bicycles was observed within the shopping area during the visit. In addition, access via public transport is also limited. The nearest bus stops are located on London Road (A6) and are around 400 metres walking distance away. However, the majority of centres elsewhere in the city have bus stops within 100 metres walking distance of the shops. Notwithstanding this, the nearest bus stops are served by a variety of bus</p>



	<p>services (31, 31A, 232, RR3, X3, X7 and X17), which operate at regular intervals throughout the day.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The retail units are close to the road, which creates a good sense of enclosure within the shopping environment. In addition, the frontages have many windows looking onto the street, which engenders a feeling of safety. Security features were generally low key and sensitive to their shopping environment and there were no visible indications of crime. Overall, the centre felt safe and secure.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>A key attribute to the centre is its excellent environmental quality. The street is clearly well cared for and some of the shop frontages are exceptionally good. The small independent retail units, some of which with heritage frontages, are a feature in themselves that contribute to the quality of the street.</p> <p>Francis Street has mature silver birch trees along one side of the road and parking on the opposite side. Allandale Road also has several mature trees that form a significant part of the streetscape.</p> <p>The parking areas are well laid out. In addition, quality paving and kerb stones have been used on the footways, as well as smart looking black bollards, which add greatly to the overall street environment. An almost complete absence of litter was observed during the site inspection and the centre provides a very attractive shopping environment.</p>
<p>CONCLUSION</p>	<p>The Allandale Road / Francis Street centre is formed almost exclusively of small independent retail units. Within these, there are an extremely high proportion of shops selling comparison goods but there is also a good provision of community services and facilities. The centre is of a good environmental quality and it has an attractive bohemian feel to it. Despite this, there is an issue with a high level of vacancy. There may be a number of reasons that contribute towards this, including limitations on parking, poor public transport connections and that small independent traders tend to discontinue at a higher rate than large national operators. However, there also seems to be an issue with low levels of footfall within the centre. Notwithstanding this, the centre clearly performs an important retail function and acts as a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – excellent environmental quality and perception of safety. ≠ Strength – many independent clothes shops and beauty salons, which collectively act as a shopping attraction. ≠ Weakness – low levels of footfall and a high vacancy rate. ≠ Opportunity – opportunities for new business start ups. ≠ Threat – attempts to convert vacant retail units into housing.



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Leicester City Council & Blaby District Council

Ref: A088154/002

Allandale Road / Francis Street



Key

- Local Centre Boundary
- Recommended Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:750 © A3

January 2015

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Ambassador Road

ADDRESS (and Zone)	Ambassador Road Zone 7
DESCRIPTION	<p>Ambassador Road was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).</p> <p>The shops are located approximately 3.5km to the east of Leicester city centre on the south-western side of Ambassador Road's junction with Wicklow Drive. Both of these roads are tributary roads connecting the residential side streets with the A47 to the north and Evington village to the south. The former centre boundary contains three retail units, which are located within a predominantly residential area, although Leicester General Hospital is situated approximately 400 metres to the south-west.</p>
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Hot food takeaway and newsagent on Ambassador Road



General convenience store on Ambassador Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	0	Mercury News (containing Post Office)	2
Leisure Service	1		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	3		



<p>USES</p>	<p>The shopping area contains two convenience units, which are a general store and a confectionary, tobacco and news provider. The latter use also contains a Post Office, which provides the only retail service facility at this location. The remaining unit is a hot food takeaway, which sits between the two convenience stores. There are no vacant units, leisure services, or financial and business service units, although the Mercury News shop does have a free ATM cash machine on its external wall. However, the shopping area lacks the number of units that would normally be expected within a neighbourhood parade.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity was minimal around 11am on a Tuesday 19th May 2015. Only two of the units were open as the hot food takeaway was closed. The small number of units do not generate only occasional pedestrian activity, although levels of footfall may be higher later in the day, particularly when the hot food takeaway opens.</p>
<p>ACCESSIBILITY</p>	<p>The shops are located within walking distance of a large number of people. They are also positioned directly adjacent to one and other, which assists the walkability of the shopping area. Wicklow Drive has prohibited parking restrictions but some parking provision is available close to the shops on Ambassador Road. However, the shops lack cycle parking facilities. However, there are bus shelters directly adjacent to the shops, which are served by regular services in each direction.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The area in front of the shops is overlooked by the retail frontage and the surrounding housing. This area is clear of obstructions and has good sight lines from the road, which provides further natural surveillance. Overall, the area generally feels safe and secure.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The shop forecourt appeared to be clean and tidy at the time of our visit. There were no particular concerns regarding environmental quality, although there were also no outstanding features. The only minor points were the lack of greenery around the shops and the dated concrete bollards in front of the units.</p>
<p>CONCLUSION</p>	<p>We do not consider the three retail units along Ambassador Road to provide sufficient services or facilities to be considered as a neighbourhood parade. Notwithstanding this, the shops and the area around the shops appear to be in reasonably good health and function well in providing for the day-to-day top up shopping needs of the local community.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – the two convenience stores offer a range of goods. ≠ Strength – although there are only three units, many of the shops have diversified to offer additional services, such as a Post Office and an ATM cash machine. ≠ Opportunity – to upgrade the concrete bollards and incorporate more greenery, which would improve the appearance of the shopping area. ≠ Threat – units becoming vacant would have a big impact on the environmental quality and retail offer in this location.












Leicester City Council & Blaby District Council

Ref: A088154/90

Ambassador Road

Key

-  Former Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

May 2015

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Asquith Boulevard

ADDRESS (and Zone)	Asquith Boulevard, Aberdale Road and Shackerdale Road Zone 11
DESCRIPTION	<p>Asquith Boulevard's commercial centre is formed of two smaller retail parades located to the north and south Asquith Way (A563). There are 14 commercial units within the defined centre boundary and a Tesco Express is located next to the north-eastern edge of the centre's boundary.</p> <p>The centre is located around 3 miles to the south of Leicester city centre within a suburban area of semi-detached housing. The retail units are of two storey configuration with ground floor retail and first floor residential uses.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Parade on Asquith Boulevard



Parade on Aberdale Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	3 (+1)	None	0
Comparison	3	NATIONAL OPERATORS	TOTAL:
Retail Service	0	Co-operative Food, Betfred, Lloyds Pharmacy (+ Tesco Express on edge of centre)	3 (+ 1)
Leisure Service	6		
Financial & Business Services	2		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	14 (+ 1)		



<p>USES</p>	<p>The centre has a strong convenience offer with a small Co-operative Food store and two smaller format general convenience stores. As discussed, the centre also has a Tesco Express adjacent to the northern boundary.</p> <p>The shopping area has three comparison goods units, which are a pharmacy and two more specialist stores selling car accessories and traditional Indian clothing. The centre has a narrow retail service offer comprising only two hair salons. However, the leisure service offer is particularly strong with three hot food takeaways, a restaurant, a public house and a betting shop.</p> <p>There are no financial and business service units within the shopping area, although cash points are located outside the Co-op, Tesco Express and on Shackerdale Road. In addition, there were no vacant units.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows were relatively low when visited around 11am on Tuesday 4th November 2014. This could be attributed to the time of day, which is generally a quieter period for trading. In addition, the parade on Shackerdale Road contains several units that were closed, including two takeaways, a restaurant, the public house and the Indian clothes shop. Notwithstanding this, the centre must be trading sufficiently well as there were no vacancies and several competing units.</p>
<p>ACCESSIBILITY</p>	<p>Accessibility within the centre is good. Bus stops located on either side of Aberdale Road 40 metres north of the centre. These are served by the 44 and 44A bus services, which operate a half hourly service in each direction. There are also bus stops located on Shackerdale Road immediately to the south of the centre boundary, which are served by the 44A bus service.</p> <p>The centre is flat and achieves a pedestrian friendly environment with dropped kerbs and footpaths clear of obstructions in front of the shops. The only negative factor is that the centre is located on either side of Asquith Way, which is four lanes wide. However, controlled pedestrian crossing facilities are provided in two locations opposite Shackerdale Road and Aberdale Road.</p> <p>No cycle parking facilities were observed on the Shackerdale Road parade. However, cycle stands were available in front of the units on Aberdale Road and in front of the Tesco. These were in prominent locations that are well overlooked. The centre is also located on the Route 4 cycle way, which is well signposted.</p> <p>There is adequate parking provision in front of the shops on Shackerdale Road. However, limited parking is an issue for the Aberdale Road parade, although the Tesco has its own customer car park.</p>



<p>PERCEPTION OF SAFETY</p>	<p>Both parts of the centre feel safe and secure. The centre has an open feel and there is a good level of natural surveillance. There are few signs of vandalism and the areas in front of the units are fairly well maintained.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The environmental quality within both centres is also generally good. The parades are set back from Asquith Way so that traffic noise and pollution is not a particular issue. The wide forecourt in front of the Aberdale Road parade has a seating area, trees and recycling facilities, making this a well used communal space.</p> <p>The units themselves are two storey with commercial uses on the ground floor and residential uses on the first floor. The frontages could be improved, especially on Shackerdale Road, but they do not currently pose a problem.</p>
<p>CONCLUSION</p>	<p>Asquith Boulevard's commercial centre comprises two smaller parades containing a total of 14 commercial units, which are split on either side of Asquith Way. The centre has a particularly strong convenience and leisure service offer and there are also a number of other key local services and facilities within the shopping area, including a pharmacy, ATM cash machine, a pub and a restaurant.</p> <p>The centre appears to be in good health, as there are no vacant units and the retail frontage generally has good environmental quality and perception of safety. The shops are also easily accessible from the surrounding residential areas, although there is an opportunity to improve accessibility for cars passing along Asquith Way, particularly in terms of parking availability. Notwithstanding this, the centre currently serves an important function within the local community in acting as a local centre.</p> <p>A Tesco Express is located on the north-eastern edge of the defined centre boundary. This use would normally be expected to form part of the main commercial area. There is therefore scope to extend the centre's boundary to include this unit.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – no vacancies and good accessibility to the surrounding areas. ≠ Strength – located within a dense surrounding residential area next to a busy main road, so plenty of retail potential. ≠ Weakness – the centre is split across two locations on either side of Asquith Boulevard. ≠ Weakness – parking provision in front of the Aberdale Road parade. ≠ Opportunity – the pub car park appeared to be underused. ≠ Threat – the viability of the units on Shackerdale Road could deteriorate, particularly given the strong convenience competition from the two large national operators on Aberdale Road.












Leicester City Council & Blaby District Council

Ref: A088154/003

Asquith Boulevard

Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,000 @ A3

January 2015

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Aylestone Road / Cavendish Road

ADDRESS (and Zone)	Aylestone Road and Cavendish Road Zone 12
DESCRIPTION	<p>Aylestone Road / Cavendish Road local centre is split across two areas, which are separated by a small amount of housing. The centre is located just over 2 miles to the south of the city centre and is surrounded by housing to the east and south. However, there is a gas plant to the north and Aylestone Meadows Nature Reserve to the west.</p> <p>The centre is linear in nature and has grown around Aylestone Road (A426), which is a busy road connecting Blaby, Glen Parva and Aylestone to the city centre. Because of this, the road receives high volumes of traffic and the uses within the centre have adapted to capture the passing trade. However, the centre also contains a number of key services and facilities that serve the day to day needs of the local community.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

View looking north along Aylestone Road



Shops on Aylestone Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	3	0 (+1)	Dentist on edge of defined centre boundary
Comparison	5 (+1)	NATIONAL OPERATORS	TOTAL:
Retail Service	5	TSB	1
Leisure Service	7 (+1)		
Financial & Business Services	1		
Miscellaneous	1 (+1)		
Vacant	2		
Total No. of Uses	24 (+3)		



<p>USES</p>	<p>Of the 24 units within the centre boundary, there are three convenience units, which are all small format and independent general stores. The centre also has a particular specialism in vehicle related retail, as there are three comparison good retailers that either sell cars or vehicle accessories. In addition, there are two further comparison operators, which are a music shop and a clothes shop.</p> <p>There is a particularly strong leisure service offer, which accounts for over a quarter of the total number of units. These comprise six hot food takeaways and a betting shop. The centre also has a strong retail service offer, as there is an MOT / vehicle repair garage, electrical repair shop, tanning studio and two hair salons within the centre boundary.</p> <p>Unusually for a centre of this size, there is a bank, which is the only financial and business service unit. However, there are also two vacancies, which are both located in the southern part of the centre.</p> <p>On the edge of the centre boundary, there is also a dental surgery and a wedding shop. These units contribute to Aylestone Road / Cavendish Road's overall retail offer.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity was observed as being low when visited around 4.30pm on Tuesday 4th November 2014. During the visit, it was noted that many of the shops were closing, whilst several of the hot food takeaways were starting to open. It can therefore be expected that the shopping area would be busier at different times of the day. However, the distance from the surrounding housing to the city centre is such that people are more likely to drive or catch the bus than walk. This may be another reason for the low number of pedestrians walking past the shops.</p> <p>Aylestone Road was particularly busy with vehicles leaving the city, but very few pedestrians were observed entering the retail units during the visit.</p>
<p>ACCESSIBILITY</p>	<p>Accessibility within the centre is generally good. The centre is of flat topography and is relatively compact. There is a controlled pedestrian crossing close to the junction with Cavendish Road and there are also footpaths on both sides of the road. The centre is also easily accessible from the housing to the south and west. However, no cycle parking facilities or cyclepaths were observed during the visit.</p> <p>There are bus stops on either side of the Aylestone Road, close to the northern boundary of the centre. These are served by the 84, 85 and 87 bus services, which operate regularly in both directions. Both stops have shelters and good timetable information.</p> <p>There is unrestricted parking on the side streets the adjoin Aylestone Road. However, parking is prohibited on Aylestone Road and there is no designated parking area in front of the retail units. This constrains the retail potential of centre, as passing vehicular traffic has limited opportunities to park in front of the shops.</p>



<p>PERCEPTION OF SAFETY</p>	<p>There is a varied sense of safety and security within Aylestone Road's retail area. The area to the south is residential in nature. However, the buildings are set back from the road by an extremely wide footway. As such, there is a lack of enclosure within the street and the retail frontage fails to gain a good level of natural surveillance.</p> <p>There is also an stretch of trees that lead down to Saffron Brook towards the north-west of the shopping area. This area is dark at night and may not feel safe for some walking along this part of Aylestone Road.</p> <p>Notwithstanding the above, the street had a more or less constant flow of slow moving traffic during the site visit, which does offer a certain amount of surveillance.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Aylestone Road is very busy and generates a significant amount of vehicular traffic, which is somewhat detrimental to the centre's environmental quality. In addition, the quality of some of the shop frontages could be improved. This is not helped by the fact that many of the units have vehicles parked haphazardly in front them.</p> <p>The footway in front of the units has uneven paving. This may caused by cars driving over them. However, there are some semi-mature trees on the western side of the road that do add to the quality of the street-scene. In addition, it was noted that the centre was more or less clear of litter and no graffiti was observed around the shopping during our visit.</p>
<p>CONCLUSION</p>	<p>Aylestone Road / Cavendish Road's commercial centre comprises 24 retail units, which are split across two areas. The centre has a strong convenience and leisure service offer, which cater for the day to day needs of the surrounding residential and business communities. There is a particular specialism in vehicle related retail, although there are also a high number of hot food takeaways within the shopping area.</p> <p>The centre appears to suffer from low pedestrian activity and it is probable that much of its trade comes from the busy road that passes through the centre. Although the general level of accessibility is reasonably good, there is an issue with a lack of parking availability in front of the shops. The centre also has a mixed sense of safety and security and the environmental quality could be improved. Notwithstanding this, the centre offers a number of services and facilities that are consistent with what may be expected within a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – passing trade from Aylestone Road. ≠ Weakness – environmental quality. ≠ Weakness – limited amount of housing in the surrounding area. ≠ Weakness – limited parking availability. ≠ Opportunity – the footway in front of some of the units may be reduced or altered to create a limited wait parking bay, which better capture passing trade. ≠ Threat – competition from other centres on Aylestone Road.












Leicester City Council & Blaby District Council

Ref: A088154/004

Aylestone Road / Cavendish Road

Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,000 @ A3

January 2015

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Aylestone Road / Hazel Street

ADDRESS (and Zone)	Aylestone Road and Hazel Street Zone 12
DESCRIPTION	Aylestone Road / Hazel Street's shopping area comprises a row of seven retail units located on a busy four lane wide and one way stretch of Aylestone Road (A594). The shops are located under a 1km walking distance to the south of Leicester's commercial centre. The shops also neighbour Leicester Tigers Rugby Stadium close by to the north-east. In addition, a terraced residential area is also located nearby to the west and the Freemans Park Campus of Leicester College is located directly the south-east.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Shops on Aylestone Road



Bus shelter on Aylestone Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	Dental Surgery	1
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	1	None	0
Leisure Service	3		
Financial & Business Services	0		
Miscellaneous	1		
Vacant	1		
Total No. of Uses	7		



<p>USES</p>	<p>There are no national operators within the shopping area. The shops do, however, contain a general store / off-licence, which is the only convenience unit. The highest proportion of units within the shopping area are within the leisure service sector, with 2 hot food takeaways and a cafe.</p> <p>The remaining units comprise a funeral parlour and a dentist surgery, which are the only respective retail service and miscellaneous units. There is also one vacant unit, which is the former Sound & Light Hire shop.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity around the whole parade were generally quite low when visited around 1pm on Thursday 27th November 2014. The highest numbers of customers were observed entering into Kwik Bite cafe and Pathy Superstore. However, the remaining units were all either closed or had low levels of footfall. Pedestrian activity could be expected to increase considerably on match days at the neighbouring rugby club.</p>
<p>ACCESSIBILITY</p>	<p>The shops are primarily accessed on foot and there is good pedestrian accessibility to the housing to the west. However, pedestrian access to the rugby stadium and the college is hampered by the need to cross Aylestone Road. There is no convenient direct route unless people cross this busy and wide road unassisted. The closest controlled crossings are at Aylestone Road's junctions with Almond Road and Walnut Street.</p> <p>The parade has good public transport accessibility. A bus shelter is located immediately to the south of the boundary, which is served by the 48, 48A, 49, 49A, 49B, 84, 84A, 85, 86, 87, 88 and 88A bus services, which operate at regular intervals. Aylestone Road also has a bus lane on the side of the road nearest the shops, which also doubles as a cycle lane. However, no cycle parking facilities were observed in front of the units at the time of the visit.</p> <p>Although the parade is located on an 'A road', accessibility via car is somewhat problematic due to the lack of available car parking. Being located close to the city centre and the rugby stadium, the side roads all have permit holder only parking restrictions. Aylestone Road also has double yellow lines along the length of the parade and beyond. The little amount of limited waiting parking that is available is very difficult to locate and requires a trip around a one way system, which is extremely tricky to navigate. In addition, there seems to be high demand for these parking spaces, although it is uncertain which of the surrounding land uses is creating this demand.</p>
<p>PERCEPTION OF SAFETY</p>	<p>In the location around the shops, Aylestone Road has a building frontage on one side of the road only. This limits the amount of overlooking within the street. However, the retail frontage is two storeys high with first floor residential use. In addition, the Kwik Bite cafe has an outdoor seating area. Both of these factors help to create a reasonable level of natural surveillance in the area directly in front of the shops.</p>



	<p>There were very few signs of vandalism or other indicative signs that crime is an issue along the retail frontage. However, TJ's hot food takeaway did have its security shutter closed at the time of the visit. In summary, the area around the shops achieves a reasonable sense of safety and security.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Excluding the busy main road that the shops front on to, the environmental quality of the retail frontage is reasonably good. The quality of the shop frontages is good, especially the funeral parlour and Kwik Bites cafe. The quality of the street furniture is also good and there was also very few signs of litter around the shops.</p> <p>The shopping environment has very little greenery, such as seasonal planted areas or trees. There is also a large vacant unit to the north, which detracts from the overall visual appearance of the shopping area. Although Aylestone Road may provide a large amount of trade, it has a large amount of vehicular traffic, which detracts from the amenity value of the area. In addition, the wide carriageway affects the visual appearance of the retail frontage.</p>
<p>CONCLUSION</p>	<p>Aylestone Road / Hazel Street's shopping area comprises a small parade of seven retail units. The units are located less than 1km walking distance from the city centre and are adjacent to a dense residential area, Leicester Tigers Rugby Club and Leicester College. However, pedestrian flows are generally quite low, which may be a contributing reason for one of the units being vacant.</p> <p>The parade has some issues, as the environmental quality and perception of safety are not particularly good. There is also an extremely limited amount of parking availability around the shops, which inhibits the retail potential from trade passing along Aylestone Road. Notwithstanding this, the shops in this location still provide an important function in serving the needs of the surrounding community. However, we do not consider Aylestone Road / Hazel Street's offer to be consistent with the level of provision that would normally be found within a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – close to residential area, Leicester Tigers Rugby Club and Leicester College. Also on a main road, so excellent all round retail potential. ≠ Weakness – limited car parking availability. ≠ Opportunity – to better capture passing trade from Aylestone Road. ≠ Threat – decline in environmental quality would have major impact on vacancy rates and perception of safety.



Leicester City Council & Blaby District Council

Ref: A088154/005

Aylestone Road /
Hazel Street



Key

- Local Centre Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:500 @ A3

January 2015

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Aylestone Village

ADDRESS (and Zone)	Aylestone Road, Middleton Street and Wigston Lane Zone 11
DESCRIPTION	Aylestone village has become part of the Leicester conurbation as the city has grown. The centre is focussed around Aylestone Road (A426), which is a busy route that connects Glen Parva and Blaby with the city centre. This road is four lanes wide in parts of the centre. Aylestone is located just over 2 miles south-west of the city centre and is mainly surrounded by older and larger Victorian housing.
CURRENT STATUS	Local Centre

PHOTPGRAPHS:

New health centre and retail units, Aylestone Road



View looking south-west along Aylestone Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	4 (+1)	Health Centre	1
Comparison	4 (+2)	NATIONAL OPERATORS	TOTAL:
Retail Service	9	Pizza Hut, Co-operative Food, Co-operative Funeral, Lloyds Pharmacy, Post Office, Age UK	6
Leisure Service	9 (+2)		
Financial & Business Services	0		
Miscellaneous	1		
Vacant	4		
Total No. of Uses	31 (+5)		



<p>USES</p>	<p>Aylestone has a high proportion of convenience, leisure service and retail service units and the centre performs the role of a service centre. The centre contains several general convenience stores, a bakery, Post Office, pharmacy, optician, medical centre, pub, cafe and several hot food takeaways. However, there is a low proportion of comparison goods operators and no financial and business service units.</p> <p>There are four vacant units within the centre but two of these have only recently been completed as part of the Rutland Hotel redevelopment, which has also created the new medical centre and a number of new apartments. As such, the current vacancy level may not reflect the true demand for units within the centre.</p> <p>There are also five units on the edge of the centre that contribute towards its overall function. In particular, the Tesco Express has a very strong relationship with the centre.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian traffic was reasonably good when visited around 10.30am on Wednesday 26th November 2014. The new medical centre draws in a constant flow of pedestrians, which is of benefit to the shops and this area has the busiest pedestrian flows.</p> <p>The row of three shops where Pizza Hut is located, as well as the row near AJ's MOT and Auto Repairs, have the lowest levels of footfall. However, each of these areas had a number of units that were closed at the time of the visit. Consequently, pedestrian flows may be greater later on in the day.</p>
<p>ACCESSIBILITY</p>	<p>Accessibility within the centre is generally good. Being located at the heart of a large residential area enables many people to walk to the shops. There are also four traffic light controlled pedestrian crossings at key points where pedestrians would want to cross Aylestone Road, Middleton Road and Wigston Lane. However, these roads are undoubtedly barriers to pedestrian movements.</p> <p>Cycle hoops are provided in front of the Tesco Express, located immediately to the south west of the centre. These appear to be positioned in a prominent and secure location and they also have a shelter to keep parked bicycles dry. However, there are no cycle lanes on Aylestone Road or any of the side roads.</p> <p>There are bus shelters on either side of Aylestone Road within the middle of the centre, which are served by the 84, 85, 87, 10 and 73 bus services. These provided regular services to and from the city centre and many of the surrounding communities.</p> <p>There is a very limited amount of free limited wait (1 hour) on street parking on Aylestone Road, which comprises nine spaces located in front of the shops. However, there are more spaces on the side streets and the Tesco Express also has a customer car park with 15 spaces and two further disabled bays.</p>



<p>PERCEPTION OF SAFETY</p>	<p>The centre was observed to feel generally safe and secure during our visit. There relatively high level of footfall and slow moving traffic, together with passengers waiting for buses, help to create a good sense on natural surveillance.</p> <p>As discussed in the next section, the centre has reasonable environmental quality and there are very few signs of crime or vandalism, which might otherwise contribute towards the perception of an unsafe environment.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>As with many of the commercial areas in Leicester, Aylestone's centre is focussed on an arterial route. However, the level of passing traffic has intensified over the years and the noise, pollution and sheer number of cars now has a negative impact on its environmental quality.</p> <p>Notwithstanding this, the shop frontages are of reasonable quality. Some efforts have been made with plant boxes on the wider footways and there are also planters hanging from some of the pedestrian guard rails, which add character. In addition, many of the guard rails are of a better quality than might be expected, which helps to make the area look smart. Furthermore, the interlinking between the Tesco Express and the main commercial area is also very good and makes effective use of landscaping to soften the junction of Aylestone Road and Middleton Road.</p> <p>The areas of poorest environmental quality are the vacant retail unit frontages and the area in the vicinity of the hand car wash, which both have a negative impact on the quality of the streetscape.</p>
<p>CONCLUSION</p>	<p>Aylestone Village has a strong representation of convenience, retail service and leisure service units and the centre serves the surrounding housing with the function of a local centre. Other than the busy road that passes through its heart, the village centre has reasonably good environmental quality and perception of safety. In addition, the levels of accessibility and pedestrian flows are also good.</p> <p>The Tesco Express and social club, which are currently on the edge of the defined centre boundary, contribute the overall function of the centre. We therefore consider that there is scope to extend the boundary to incorporate these within the main shopping area.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – passing trade from Aylestone Road. ≠ Strength – surrounded by housing in all directions. ≠ Strength – addition footfall brought into the centre by the new medical centre. ≠ Strength – good public transport provision. ≠ Weakness – the effect of traffic on environmental quality. ≠ Weakness – there are some areas within the centre that have poorer aesthetic value. ≠ Weakness – parking availability. ≠ Opportunity – the footway in front of some of the units may be improved with further planting and features to help improve the character of the area.



	<ul style="list-style-type: none">≠ Opportunity – to improve the frontages of some of the units. This would greatly improve the appearance of the centre.≠ Threat – there are currently four vacant units and further units could become vacant, which would impact on the critical mass of the centre and its ability to act as a service centre.
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Leicester City Council & Blaby District Council

Ref: A088154/06

Aylestone Village



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:788 @ A3

January 2015

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Aylmer Road

ADDRESS (and Zone)	Aylmer Road Zone 12
DESCRIPTION	Aylmer Road's retail area comprises a small parade of four shops located around 2 miles to the west of Leicester city centre. The units are located with two semi-detached buildings that are two storeys in height and sit immediately adjacent to each other. The parade is surrounded by mainly housing in all directions except the west, where Braunstone Park is located.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

View of the four shops on Aylmer Road



Fish and Chip shop on Aylmer Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	1	Post Office	1
Leisure Service	1		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	4		

USES	The shops comprise two convenience stores, both of which are general stores but one also serves as an off licence and newsagent. There is also a Post Office, which is the only retail service unit. Similarly, the fish and chip shop is the only leisure service unit. There are no vacancies or financial and business service units, although there is an ATM cash machine on the external wall of the Post Office.
PEDESTRIAN	Pedestrian flows were steady when visited around 12pm on Wednesday 26 th November



FLOWS	<p>2014. The fish and chip shop was just opening and customers were arriving for their lunch. A regular flow of pedestrians were also observed visiting both convenience stores and the Post Office. Overall considering there are such a small number of shops, the pedestrian flows were good.</p>
ACCESSIBILITY	<p>The shops are located within a residential area and has good walking accessibility to a large number of houses. In addition, accessing to the shops on foot does not seem to be an issue. The footways are wide and clear of obstructions and the retail units are close to each other, enabling easy access between the shops.</p> <p>No cycling or public transport facilities were observed within or around the centre. However, bus stops are located close by on Whinstanley Drive. These are served by the 16 bus service, which operates every 15 minutes in each direction.</p> <p>It was observed during our visit that the demand for parking outside the retail units outstrips the supply. This is due to the spaces being unrestricted and shared with the neighbouring housing. This sometimes leads to situations where delivery lorries and parked vehicles block the through road. There is already a bay on the northern side of Aylmer Road that effectively removes parked cars from the carriageway. The footway may be wide enough on the southern side of Aylmer Road for a similar bay to be installed, which would likely alleviate this problem.</p>
PERCEPTION OF SAFETY	<p>The units have windows looking out onto the street and there are houses on the opposite side of the road, which create a strong sense of natural surveillance. The good levels of footfall go to further reinforce this. There are no obvious signs of crime or vandalism, which may otherwise give an impression that this is an unsafe area and the perception of safety around the retail units is generally good.</p>
ENVIRONMENTAL QUALITY	<p>The environmental quality around the retail units is also reasonably good. The shop frontages appear to be well kept and in good order. The road is also very quiet and free of traffic and pollution. Although there is no greenery around the shop frontages, the neighbouring housing has front gardens within view of the shops, which help to soften the streetscape. However, the parked cars across the footway do detract from the environmental quality. In addition, improvements can be made to the forecourt in front of the units.</p>
CONCLUSION	<p>Aylmer Road is a very small parade comprising four retail units. However, the units play an important role in serving the surrounding community's top up shopping needs, as well as containing a Post Office and a hot food takeaway. The shops are generally in reasonable health and have good accessibility, environmental quality, perception of safety and pedestrian flows. However, we do not consider the Aylmer Road's offer to be consistent with the level of provision that would normally be found within a local centre.</p>
KEY ISSUES/SWOT	<ul style="list-style-type: none"> • Strength – strong convenience provision. • Weakness – small size of the parade and limited range of services and facilities. • Weakness – parking provision close to the parade.

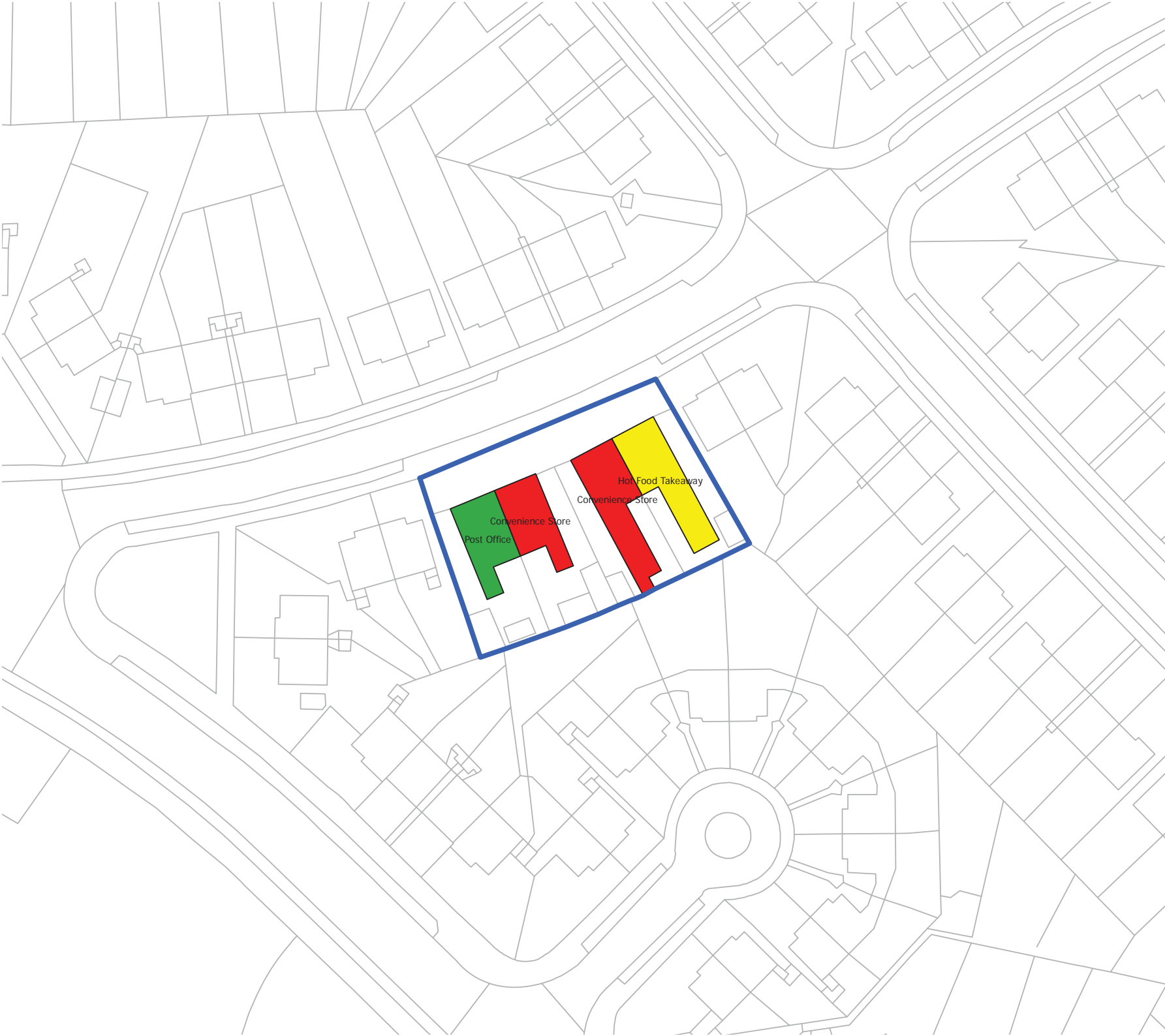


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Leicester City Council
& Blaby District Council

Ref: A088154/007

Aylmer Road



Key

-  Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.

North

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December 2014

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Barley Croft Centre

ADDRESS (and Zone)	Malham Close Zone 10
DESCRIPTION	The Barley Croft Centre is a small single storey retail parade located in the north-western part of Leicester. The parade has become very rundown in recent years, but it maintains a number of facilities of local importance. The area surrounding the shops is predominantly residential dwellings, although Beaumont Leys School is located directly to the south.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:
Barley Croft Centre



The Meadows, Public House



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	Community centre and youth centre on edge of boundary	0 (+2)
Comparison	0	NATIONAL OPERATORS	TOTAL:
Leisure Service	1 (+1)	Post Office	1
Retail Service	1		
Financial & Business Service	0		
Miscellaneous	0 (+2)		
Vacant	0		
Total No. of Uses	4 (+3)		



<p>USES</p>	<p>The main retail units are occupied by a newsagent, a convenience store, two hot food takeaways and a Post Office. There is also an ATM cash machine on the exterior of the Post Office. The Barley Croft Centre faces out onto Barley Croft Primary School and community centre and The Meadows public house is located immediately to the north.</p> <p>Given the small number of units and the range of goods and services on offer within the parade, it is not considered that the parade currently provide all of the functions of of a local centre.</p>
<p>PEDESTRIAN FLOWS</p>	<p>The level of pedestrian activity around the shops was low when visited around 11am on Monday 27th October 2014. This could have been due to the time of day. However, the footfall may be higher later on in the day at school opening and closing time, as well as when the two food takeaways open later in the day.</p>
<p>ACCESSIBILITY</p>	<p>The parade is located within a residential area and is accessible from a large number of households. However, no cycle parking facilities were observed during our visit.</p> <p>The general level of public transport accessibility is generally good. Bus stops are located 150 metres to the south-west on either side of Heacham Drive. The 25 bus service provides a quarter hourly service in each direction to Beaumont Leys and Leicester city centre.</p> <p>Parking is provided to the rear of the shops opposite the pub. However, the car park is of poor quality, as there are many potholes and the surface is in need of refurbishment.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The retail units look to be somewhat tired in appearance. The steel security shutters were down on the retail units that were closed. In addition, the units that were open kept their shutters down across part of their frontage. The shutters themselves are in need of refurbishment and some of them had graffiti.</p> <p>The parade has a canopy over the shop forecourt, which creates a dark environment in front of the shops. In addition, the school buildings that face the units are on a lower level to the parade and are such distance that they do not provide any real surveillance. Furthermore, the pub does not look out directly onto the shopping area and does not contribute towards creating natural surveillance around the shops.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>As already highlighted, the frontages of the units are unattractive and run down. The paved surface has weeds growing through and the stanchions that support the canopy appear to be neglected. Bricks are missing from the tops of the walls that delineate the footpaths and the pub car park is in need of resurfacing. The environmental quality of the Barley Croft Centre is therefore generally of a poor standard.</p>
<p>CONCLUSION</p>	<p>The Barley Croft Centre appears to be in relatively fragile health. Although there are no vacant units, there are concerns relating to the environmental quality, which impacts greatly on the area's sense of safety and security. The levels of pedestrian activity also appear to be low.</p>



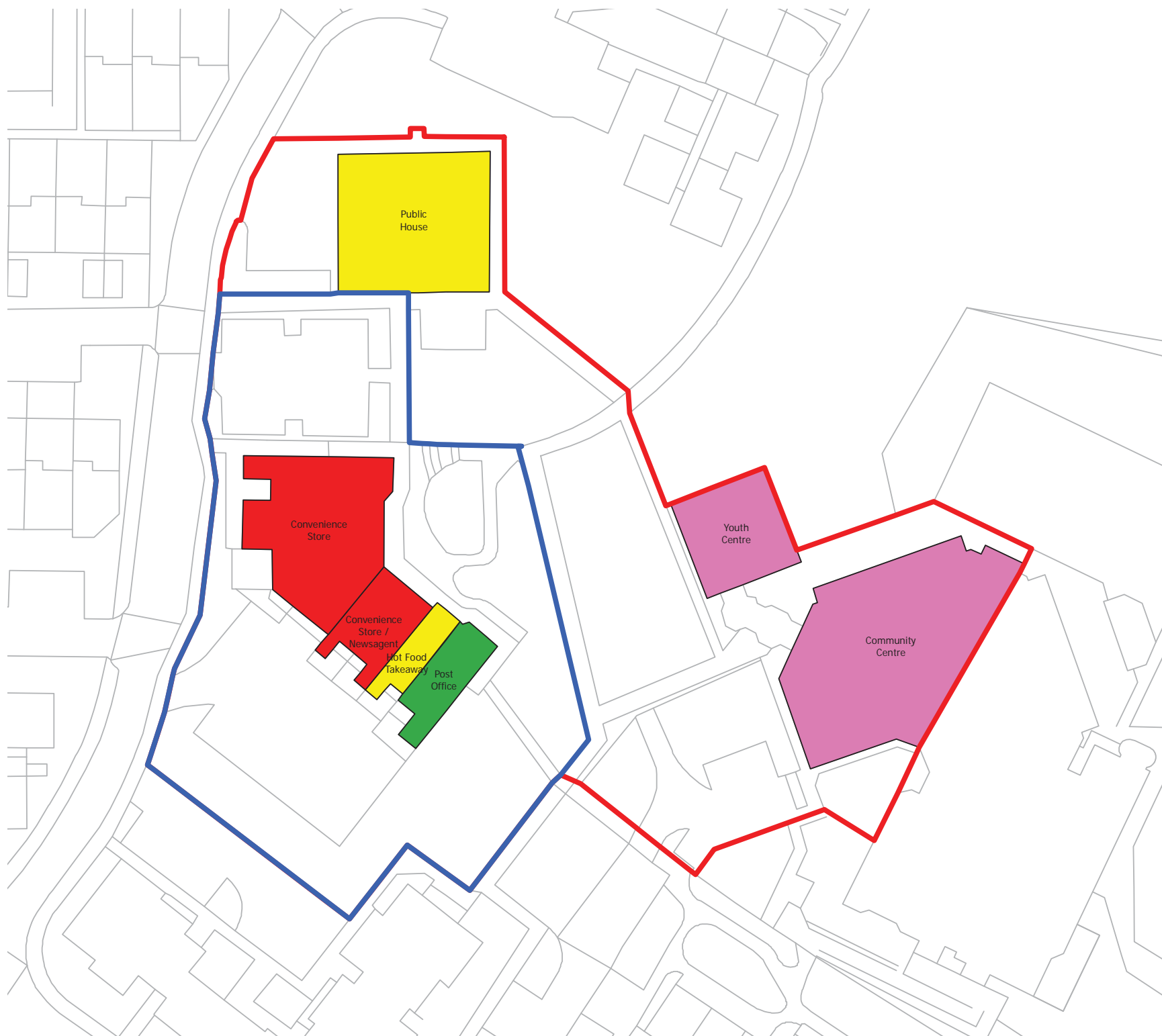
	<p>Notwithstanding the above, the parade still currently provides several key services and the pub, community centre and youth centre provide additional services on the edge of the existing local centre boundary. However, given the limited number of units, we do not consider the centre's offer to be consistent with the level of provision that would normally be found within a local centre.</p>
KEY ISSUES/SWOT	<ul style="list-style-type: none">≠ Strength – there are no vacancies within the centre and good accessibility.≠ Weakness – the environmental quality and perception of safety around the shopping area is particularly poor.≠ Opportunity – relocate the Barley Croft Centre to a new site within a new housing development on Blackbird Road.≠ Threat – the poor sense of safety and security and low levels pedestrian activity will impact on the viability of the retail units.





Leicester City Council
& Blaby District Council

Ref: A088154/008

Barley Croft Centre



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

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January 2015

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Bateman Road

ADDRESS (and Zone)	Bateman Road Zone 7
DESCRIPTION	<p>Bateman Road was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the one remaining shop is not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).</p> <p>Bateman Road is located within a dense residential area approximately 2km to the west of Leicester city centre. The former local centre previously contained eight retail units, which were located in pairs on each corner of the junction of Bloxham Road and Bateman Road. However, seven of the units have since been converted to residential uses.</p>
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Londis convenience store at Bateman Road



Former retail units at Bateman Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	0		
Leisure Service	0		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	1		



USES	The only retail unit is a Londis general convenience store, although this does also have a free ATM cash machine on its external wall, which provides a financial and business service. However, the single retail unit lacks the diversity of uses that would normally be expected within a neighbourhood parade.
PEDESTRIAN FLOWS	Pedestrian activity was very limited when we visited this location at around 11am on Monday 18 th May 2015. The Londis store received only occasional shoppers and only a small number of people walked past the shop on their way to another destination.
ACCESSIBILITY	The shop is easily accessible on foot, as it is located within a dense residential area. In addition, the roads in front of the shop forecourt have low volumes of vehicular traffic, which enables easy and safe pedestrian access. There is ample car parking availability close to the shop. In addition, bus stops are located approximately 130 metres to the north on Pindar Road and 150 metres to the south on Aikman Avenue. These are served by regular bus services in each direction. However, the shops lack cycle parking facilities.
PERCEPTION OF SAFETY	The area around the shop is mainly residential and feels safe and secure. In addition, we did not observe any indications that crime may be an issue in the area.
ENVIRONMENTAL QUALITY	The shop forecourt and the surrounding roads mainly of concrete construction and contain very little greenery. Cars park on the footway and the area around the shop is not particularly attractive.
CONCLUSION	We do not consider the single retail unit to have the diversity of uses that would be expected of a neighbourhood parade. We therefore recommend that Bateman Road remains undesignated. Notwithstanding this, we consider the Londis store to function well in catering for the top up shopping needs of the surrounding community.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – within walking distance of a large population. ≠ Weakness – extremely limited range of shops and services. ≠ Opportunity – there is potential to convert some of the former retail units back into retail if the opportunity arose. ≠ Threat – closure of the Londis store would require local people to travel further to meet top shopping needs.











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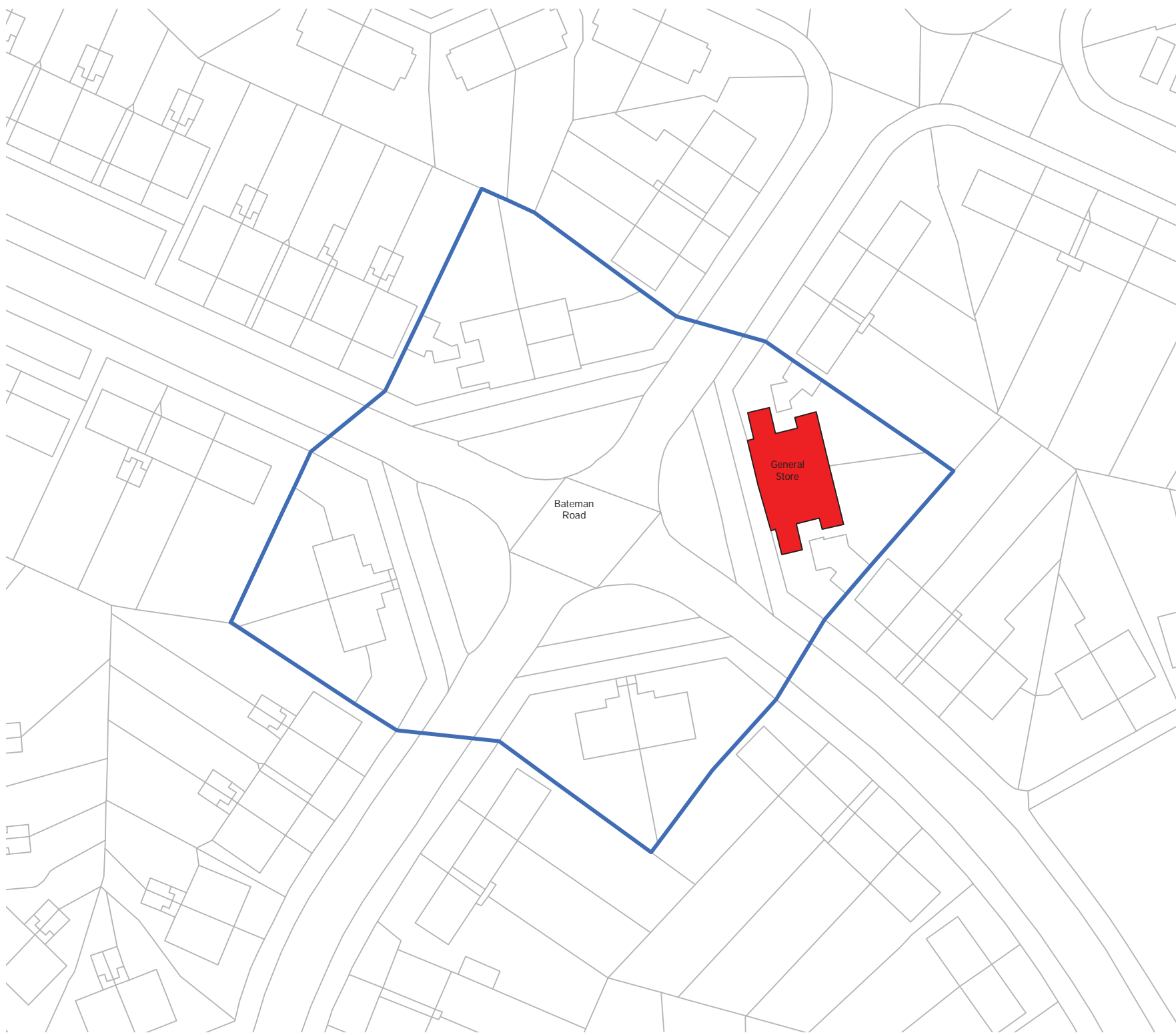
Leicester City Council
& Blaby District Council

Ref: A088154/91

Bateman Road

Key

-  Former Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 © A3

May 2015

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH

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Beaumont Leys

ADDRESS (and Zone)	Rutherford Road and Beaumont Way Zone 10
DESCRIPTION	<p>The Beaumont Leys town centre is the largest retail centre in the north of the Leicester City Council administration area. The centre is located to the north of the city's outer ring road (A563), easily accessible by car from both this major highway and the A46 which passes to the north. The centre is approximately 3.1 miles to the north of Leicester city centre. The centre's accessibility from the road network and relatively comprehensive offer makes it a potential shopping destination for residents from outside the authority area, particularly to the north.</p> <p>The majority of the centre's facilities are incorporated as part of Beaumont Leys shopping centre which is a modern purpose built shopping mall, anchored by a Tesco Extra store. The shopping mall is partially covered and is principally formed by two internal pedestrian streets and two shopping frontages around the exterior of the centre. Together the shops on these streets and shopping frontages provide a concentration of largely national retailers in a modern, well maintained, pedestrian friendly environment.</p> <p>The centre has a sizable covered outdoor market, positioned at the western side of the mall. Directly to the north of the mall, outside the identified boundary of the town centre is Leicester Leys Leisure Centre and Beaumont Leys Library. Three large public car parks surround the shopping centre accessed from Rutherford Road and Beaumont Way.</p> <p>Within the wider immediate surroundings, a large business and industrial park is found to the west, Beaumont Park is located to the east, with suburban residential estates to the north and south.</p>
CURRENT STATUS	Town Centre

PHOTOGRAPHS:

Southern elevation of shopping centre



Beaumont Leys shopping centre interior





DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	6	Leisure Centre, Library, Church, (outside the centre boundary)	(+3)
Comparison	25	NATIONAL OPERATORS	TOTAL:
Leisure Service	6 (+2)	Tesco, Iceland, Post Office, Santander, Subway, McDonald's, Bon Marche, Boots, H. Samuel, Wilkinson, Boots, Shoe Zone, Superdrug, Specsavers, New Look, O2, Poundland, Card Factory, Costa Coffee, Holland & Barrett, Greggs, WH Smith, Clintons, Thomson, Next, Argos, Peacocks, Pets at Home, 3 Store	29
Retail Service	11		
Financial & Business Service	2		
Miscellaneous	+2)		
Vacant	3		
Total No. of Uses	53 +4)		

USES	
	<p>Beaumont Leys is a major destination for both convenience food shopping and comparison shopping needs through a multitude of major national high street retailers in a centre which encompasses circa 300,000 sq ft 27,870 sq m¹ of gross retail floorspace.</p> <p>Food shopping opportunities are provided by a large Tesco Extra store which forms the eastern side of the shopping centre as well as a discounter in the shape of Iceland. The Tesco Extra store accounts for 117,800 sq ft 10,950 sq m¹ of the centre's total gross retail floorspace and serves as a key customer draw. The majority of the centre's units are occupied by national operators, with key representation provided by Next, Boots, Wilkinsons, New Look, WH Smith and Argos.</p> <p>The centre has a mix of unit sizes. Many of the outlets along the two main pedestrian walkways are relatively small in scale. A number of larger units are present, with Wilkinsons, Pets at Home, Peacocks, Argos and Next, as well as the two food retailers occupying significantly larger units.</p> <p>The centre has a significant number of fashion retailers alongside branches of common cafe/restaurant chains such as Costa Coffee, McDonald's and Subway. In terms of services, a lesser offering is available which includes a Santander branch, Post Office, Thomson travel agents, a betting shop and three opticians. A public house is also present within the centre, located adjacent to the outdoor market.</p> <p>Against national averages the number of convenience outlets at Beaumont Leys is not dissimilar to that experienced nationally in constituting 11.3% of the units. In terms of a</p>

¹ WYG survey October 2014 and Goad survey data January 2013



	<p>proportion of the centre's floorspace, the centre is well above the average for convenience floorspace, with the Tesco store on its own approaching 40% of the entire centre's gross retail floorspace.</p> <p>With respect to comparison goods retailers, 47.2% of the centre's outlets are operated by such operators, against a current national average of 32.5%. Retail services are well represented, accounting for 20.8% of the centre's units, higher than the national average of 14.1%. The focus of Beaumont Leys as principally a shopping destination is illustrated in the number of leisure service (11.3% and financial and business service (3.8%) outlets being well below the respective national averages of 22.4% and 10.9%.</p> <p>The outdoor market provides a space for independent retailers, encompassing over 60 stalls. The market is open from Wednesdays through to Saturday, with a regular car boot sale held on Sundays between March and November.</p> <p>A standalone Matalan store is located adjacent to the shopping centre on the opposite side of Beaumont Way, within the town centre's boundary. This store benefits from its own car park. A large standalone Gala Bingo is found adjacent to the Matalan store, again with its own car park.</p> <p>Adjacent to the shopping centre to the north, yet outside the boundary of the town centre, is Leicester Leys Leisure Centre and Beaumont Leys Library. The leisure centre includes swimming pools and a fitness suite/sports hall.</p> <p>Planning permission was granted in October 2013 for a change of use of mezzanine floorspace within the existing Tesco Extra store from retail (A1 Use Class to assembly and leisure use D2 Use Class) in order to introduce a gymnasium. Should this development come forward, a new leisure use would be introduced within the shopping centre.</p> <p>At the time a survey was undertaken of the centre in October 2014, only three units were found to be vacant at the centre, this represents a vacancy rate of 5.7%, half that of the national average. Judging from this lack of vacancies, with all the most prime units found to be occupied and the strong presence of national retailers, Beaumont Leys is evidently proving an attractive destination for retailers.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity and footfall was considered to be healthy at the time of our visit to the town centre at around 10.00am on Monday 27th October. The balance of both a strong convenience and comparison shopping offer allows the centre to benefit from a continual flow of shoppers with a strong potential for linked trips. Industry resource Completely Retail quotes that the centre has an annual footfall in excess of six million.</p> <p>During a mid-week visit to the centre the main focus of activity was observed to be derived</p>



from shoppers visiting the Tesco Extra store. The covered pedestrian street which incorporates the entrance to the Tesco store was observed to be busiest in terms of footfall, with activity slower on the other main pedestrian street through the centre.

The shopping centre closes at 8:00pm Monday to Friday, 7:00pm on Saturdays and 4:00pm on Sundays. The Tesco store retains activity late into the night operating 24 hours Monday to Friday and being open until midnight on Saturdays. Other than the Tesco store, little activity will be attracted to the centre during the late evening, with no significant evening economy in place.

The majority of people are considered to access the centre by car, with the car parks observed to be very well used at the time a survey was completed.

Relatively limited interaction was observed between users of the shopping centre and the adjacent community facilities to the north of the leisure centre and the library. A pedestrian connection is provided in the form of a footbridge across Beaumont Way linking the shopping centre to these facilities. Despite this link, these buildings are not particularly visible, and as a reflection of this are not well incorporated into the activity of the shopping centre as a whole.

ACCESSIBILITY

The centre benefits from an excellent location in terms of connections to the road network. The shopping centre is just a short distance from Leicester's outer ring road and the A46 which passes to the north. The location can also be easily reached from the M1, providing opportunities for shoppers from further afield to travel to the centre relatively quickly.

The centre has three main public car parks on the perimeter of the centre which together provide circa 1,500 parking spaces. Parking is free for up to four hours. Disabled bays are provided in each of the car parks, with wheelchairs also available to hire from within the centre. A taxi rank is found close to the entrance to the Tesco store. The parking arrangements are very convenient, allowing quick access. At the time of a visit to the centre, the car parks were seen to be operating well. Judging from the popularity of the car parks, the centre may experience periods of high demand for car parking spaces at peak times.

The centre is well serviced by a number of local bus services which pass through many of the surrounding communities. Key routes include the 26 and 54 buses which provide very regular service towards the city centre. The 40 bus service provides a service every hour to destinations around the city's outer ring road.

All bus services are accessible from a designated bus terminal area to west of the centre. The facilities are conveniently located, with a number of bus shelters provided. The bus terminal area is well integrated as part of the shopping centre, with there being a clear and



	<p>legible route across a zebra crossing into the shopping centre.</p> <p>The shopping centre's environment is on the whole excellent for pedestrians. All of the shops and services are in close proximity to each other connected by a pleasant and easy to navigate environment. A weakness of the centre is its pedestrian connectivity with the surrounding area. The surrounding commercial land uses and busy connecting highways surrounding centre do not provide an attractive environment for access on foot. Despite measures being in place to help encourage visitors to access the centre on foot, including zebra and pelican crossings being located across the roads which immediately surround the centre, access by car or bus appears to be favoured by the majority of visitors.</p>
<p>PERCEPTION OF SAFETY</p>	<p>There is a good sense of security within the centre provided by a well maintained environment, free from litter or signs of deterioration. The shopping centre has few vacant units and none of the shopping premises were found to have heavy duty security measures in place which would indicate problems with crime.</p> <p>A safe environment for shoppers is provided within the centre, due to the wholly pedestrian nature of the shopping mall. The car parks are very well used and provide areas with plenty of activity. These areas have an open feel, located close to the activity associated to the shopping centre and with good visibility of the surroundings. CCTV monitoring the surroundings is also in evidence. The car parks as such have the perception of being safe and secure. Police statistics show that vehicle crime is not a major problem for the centre.</p> <p>Levels of activity during the late evening once the shopping centre has closed will be greatly reduced, as the centre largely does not possess an evening economy in the form of bars or restaurants. It is therefore likely than any user anxiety around safety will be most likely to occur around these times.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The convenience and quality of the shopping environment provided by the Beaumont Leys shopping centre appears to be a contributory factor to its popularity.</p> <p>The indoor part of the centre is bright and welcoming, which provides visitors with the impression of a good quality, modern shopping destination. The covered pedestrian street within the centre provides a sheltered and comfortable environment for visitors. The non-covered pedestrian shopping street is similarly well presented, and again gives some protection from the elements. Shop fronts and signage are universally modern, well maintained and of a good quality. The principle exception to this is the outdoor market which stands adjacent to the shopping centre, which is showing signs of its age, and would benefit from investment.</p> <p>The car parks of the centre are entirely well maintained and signposted. The public realm in the surroundings is again well planned and maintained. Although they are of a simple design and provide only limited opportunities for seating, the surrounding external areas</p>



	<p>are fit for purpose. No apparent environmental issues relating to anti-social behaviour or vandalism were observed.</p>
<p>CONCLUSION</p>	<p>Indications are that Beaumont Leys is a very popular destination for both retailers and shoppers alike. This is illustrated in the shopping centre having a very strong representation of national retailers, a low number of vacant units and a low level of vacant retail floorspace.</p> <p>The town centre is one of the largest centres in the local authority administration area in terms of floorspace and serves an important role in satisfying shopping demands in the north of Leicester and further afield. The shopping centre evidently functions both as a destination for convenience and comparison shopping trips. A retail services offering as would typically be expected of a town centre of this size is provided, but there is a limited leisure offer, and no evening economy of real significance. However, the centre appears a vibrant destination which is trading well. The shopping centre significantly is one of a limited number of centres within the local authority area which provides a substantial grouping of multiple national retailers, and is of importance in this regard.</p> <p>The physical environment of the centre is good, particularly within the shopping centre itself, which is well maintained with shop fronts of a modern appearance. The compact form of the centre is easily navigated and makes shopping a comfortable experience. The external areas are not particularly visually interesting, with no public spaces incorporated which would encourage prolonged periods of stay. The outdoor market in particular would benefit from an upgrade to its appearance.</p> <p>The accessible nature and convenience of the shopping experience is a major positive for the centre, which is reflected in its popularity. Trips to the centre are considered to be predominantly made by car as a reaction to the extensive free parking provided. However, the centre is also accessible by bus.</p> <p>Overall Beaumont Leys is considered a popular and healthy town centre with a suitably diverse offering. This positive outlook is illustrated in the low vacancy rate being experienced and the strong levels of activity and footfall observed. There is scope for the boundary of the town centre to be revised to incorporate the library and leisure centre buildings, which provide a complementary attraction for visitors. At present there is a lack of integration between the shopping centre and these community facilities due to the physical dynamics of the site.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Strength – the locational advantages of the centre in being easily reached from the A563, A46 and M1, as well as the substantial free parking on offer makes Beaumont Leys a convenient destination for many residents within the wider area. • Strength – the centre has excellent national retailer representation which provides a very strong customer draw.



- | | |
|--|--|
| | <ul style="list-style-type: none">• Threat – improved competition from major shopping centre developments such as High Cross and Fosse Park has the potential to divert custom away from the centre.• Threat – changes in customer behaviour which may arise as a result of new large supermarkets such as the Sainsbury’s store on Melton Road could impact on customer numbers visiting the centre.• Weakness – the library and leisure centre facilities which are adjacent to the shopping centre feel somewhat isolated from the shopping environment. More could potentially be done to better integrate these facilities. |
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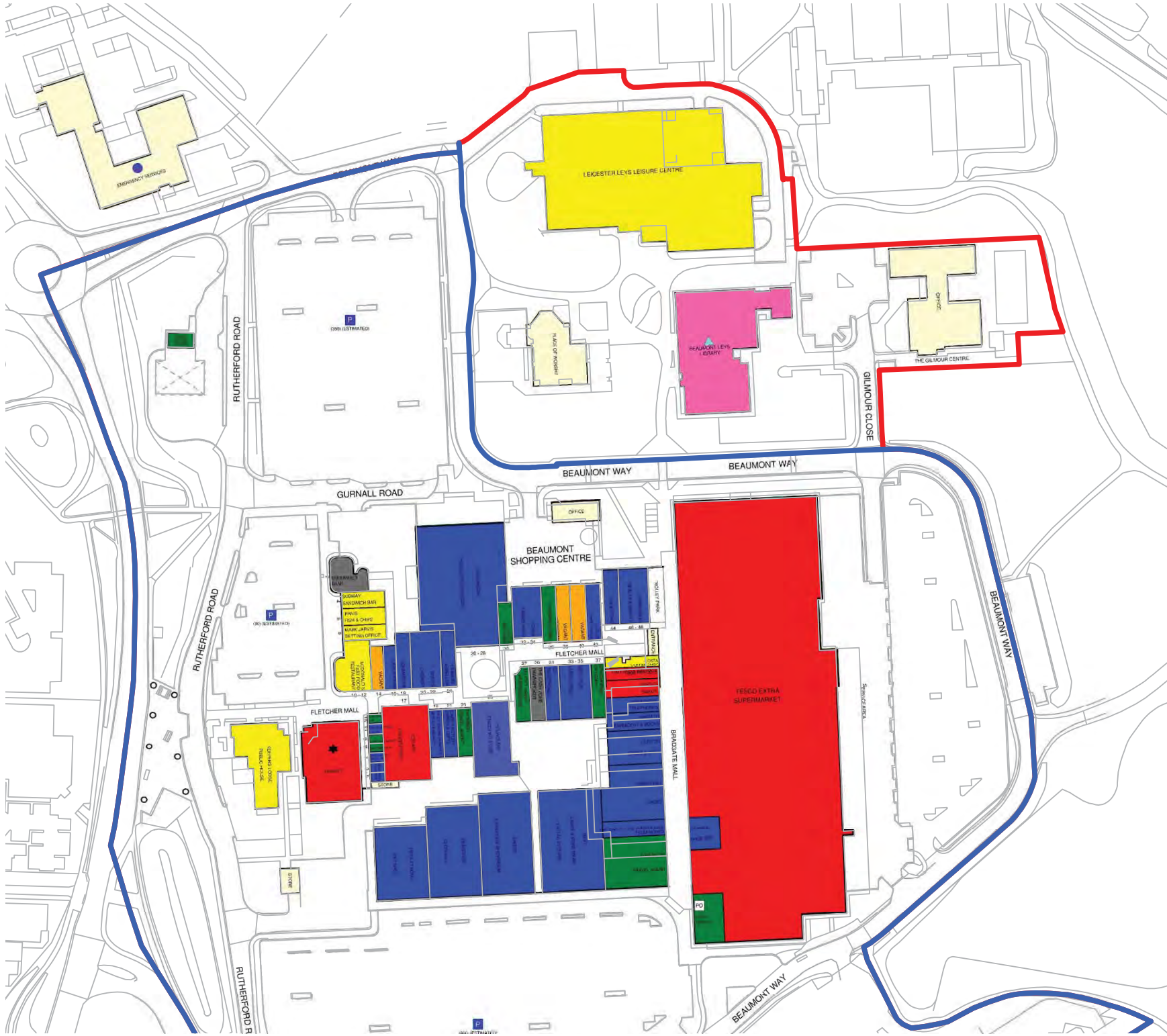


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Leicester City Council & Blaby District Council

Ref: A088154/009.1

Beaumont Leys (North)



Key

-  Town Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,500 @ A3

January 2015

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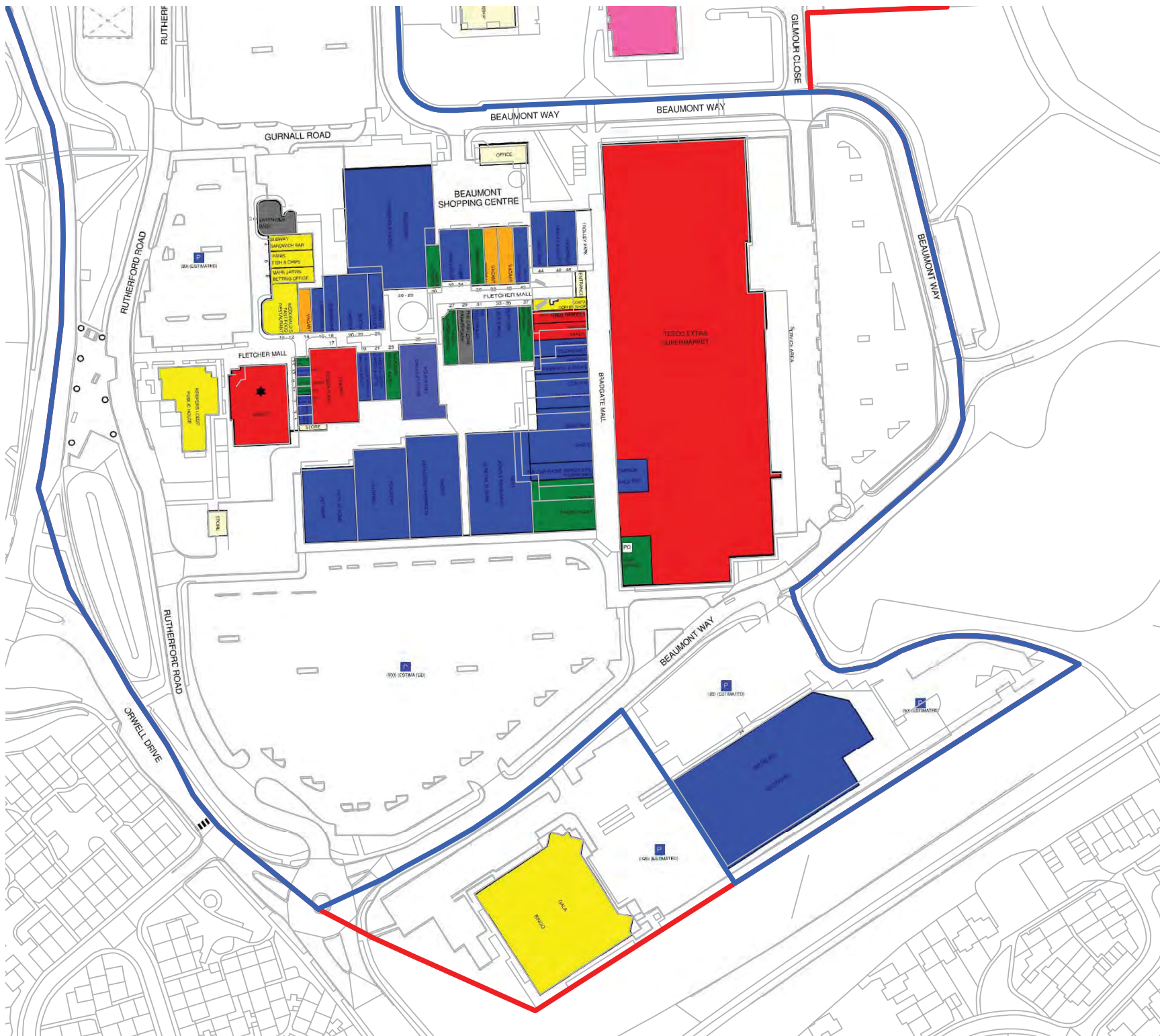


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Leicester City Council & Blaby District Council

Ref: A088154/009.2

Beaumont Leys (South)



Key

- Town Centre Boundary
- Recommended Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:1,500 @ A3

January 2015

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Beaumont Lodge

ADDRESS (and Zone)	Astill Lodge Road Zone 10
DESCRIPTION	<p>Beaumont Lodge is a small parade located in the very north of the Leicester conurbation. The shops are located within a two storey purpose built building with ground floor retail and first floor residential uses.</p> <p>To the rear of the units are a health centre and Beaumont Lodge Neighbourhood Association, which acts as a community centre. There is also a small customer car park, as well as on-street provision in front of the units on Astill Lodge Road.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Beaumont Lodge Parade



Beaumont Lodge Parade



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	Doctor's surgery and community centre on edge of centre	0 (+2)
Comparison	1	NATIONAL OPERATORS	TOTAL:
Leisure Service	2	Post Office	1
Retail Service	2		
Financial & Business Service	0		
Miscellaneous	0 (+2)		
Vacant	0		
Total No. of Uses	7 (+2)		



<p>USES</p>	<p>The parade is formed of a newsagent/convenience store (with an ATM cash machine), a pharmacy, a Post Office, two hot food takeaways and a hair salon. To the rear are a doctor's surgery and a community centre. Beaumont Lodge appears to be performing successfully, as there are no vacant units. Notwithstanding this, the small number of units and the range of goods and services on offer within the existing retail area are considered to be below the level of a local centre.</p> <p>Beaumont Lodge is surrounded by a densely built housing estate to the west and Bursom Business Park to the south. The shops are located on the very northern edge of Leicester's built up area and open countryside extends to the north.</p>
<p>PEDESTRIAN FLOWS</p>	<p>The level of pedestrian activity around the shopping area was low when visited around 10am on Monday 27th October 2014. However, this is unsurprising given the time of day and that the two takeaways and the hair salon were closed. Pedestrian flows in and out of the medical centre were steadier and several people were observed making linked trips to the pharmacy.</p>
<p>ACCESSIBILITY</p>	<p>Beaumont Lodge is located within a residential area and has good walking accessibility to a large number of households. However, there is a lack of access from Bursom Business Park due to the road layout and a lack a direct pedestrian through-route. The shops are all wheelchair accessible and one store even has a ramped access.</p> <p>There are two bus stops on Astill Lodge Road within 50 metres of the parade. The 26 bus service operates every quarter of an hour in each direction to Beaumont Leys and Leicester city centre. The stands did not have shelters or good service information, but the general level of public transport accessibility is good.</p> <p>No cycle parking facilities were observed at the time of the visit. However, there was unrestricted on-street car parking directly in front of the main part of the parade and a customer car park with 12 spaces to the rear. The community centre and medical centre also have their own parking provision. Despite this, parking seemed to be an issue at the time of the visit and several cars were parked on double yellow lines.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The area in the vicinity of the parade seemed quiet and of a residential nature and there was little evidence that gave the impression that this was an unsafe location. The steady flow of people in and out of the medical centre also offered a good level of natural surveillance around the car park.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The frontage of the parade achieves average environmental quality. The large internally illuminated signs of the takeaways and the general appearance of the shop frontages are not particularly attractive. However, the shopping area was free of litter and the signs placed outside the units on the street gave the area a sense of vibrancy. The rear car parking area contains some landscaped features with trees and a planted area, which add greatly to the areas environmental quality.</p>



CONCLUSION	Beaumont Lodge is a small parade of seven units that provides that serve a number of the local community's needs. The medical centre and community centre, which sit on the edge of Beaumont Lodge's commercial boundary but contribute the overall offer. However, the number of units and the range of goods and services on offer are not considered to fulfil the definition of a local centre.
KEY ISSUES/SWOT	<ul style="list-style-type: none">≠ Strength – good range of uses and the units are fully occupied.≠ Weakness – the parking in and around the centre is an issue that may limit the potential of the units.≠ Opportunity – given that the centre is so close to the Bursom Business Park, there may be an opportunity to improve the linkages between the two, which would increase the retail potential of the site.

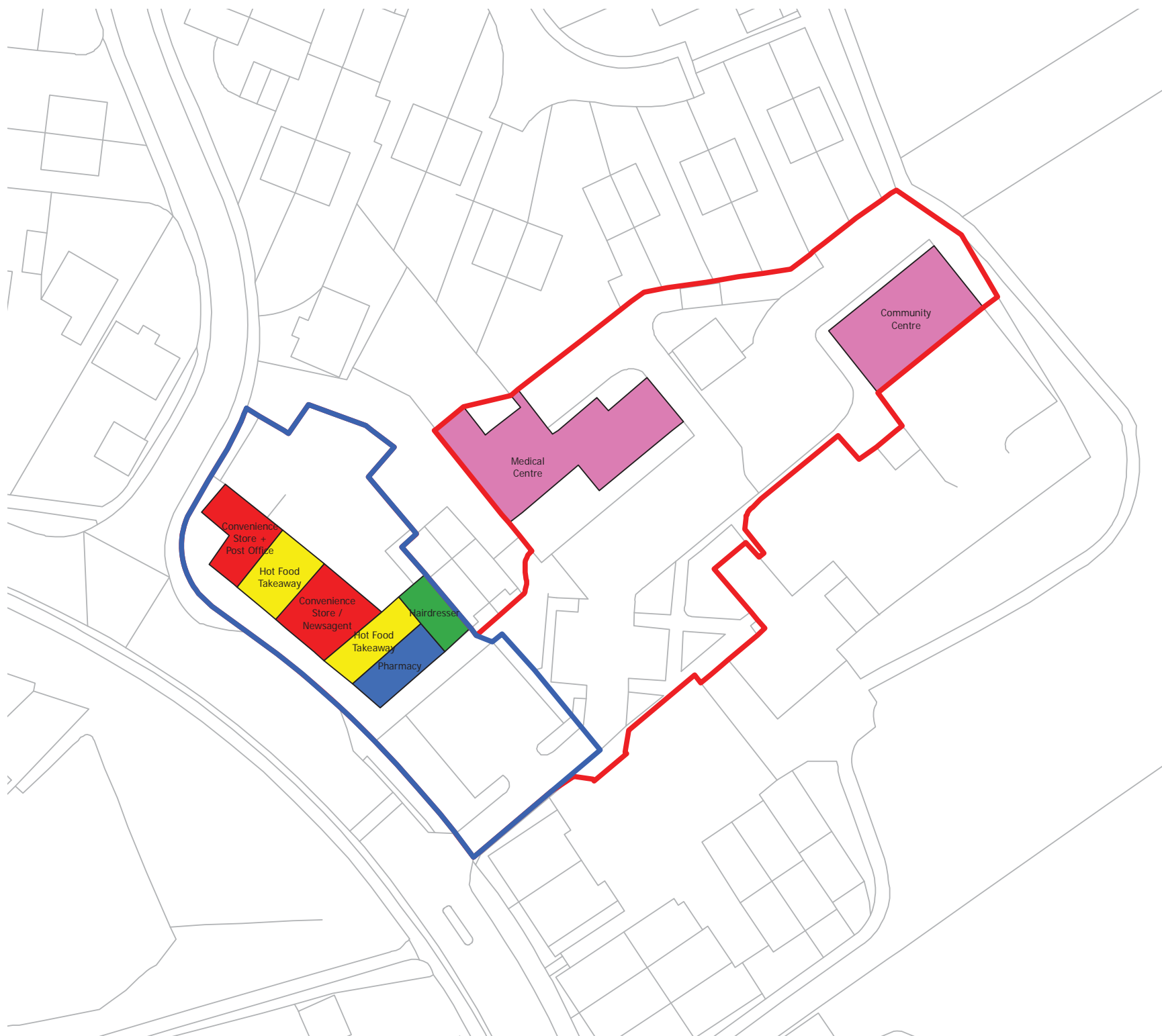


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Leicester City Council & Blaby District Council

Ref: A088154/010

Beaumont Lodge



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

January 2015

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Bede Park

ADDRESS (and Zone)	Western Boulevard Zone 12
DESCRIPTION	<p>Bede Park is a small modern parade located 1.2km walking distance to the south-west of the city centre. The shops are situated on the main pedestrian route between a large area of inner-city terraced housing to the south-west and the city centre to the north-east. The pedestrian route is channelled through the retail parade.</p> <p>The retail units face into a central area of high quality brick-paved public realm, with a variety of sculptures, monuments and trees. They are also located close to an area of high quality parkland to the south-west, as well as a very attractive bridge that crosses the New River Soar to the north-west.</p> <p>To the north and south are several three and four storey modern buildings, which together with Bede Park's retail area, are located on the western bank of the River Soar. Some of these buildings are flats, whilst others are student halls and University Campus buildings.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Pedestrian crossing adjacent to Bede Park



Tesco Express, Bede Park



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1 (+3)	None	0
Comparison	1	NATIONAL OPERATORS	TOTAL:
Retail Service	0	None (but Tesco Express adjacent to existing boundary)	1
Leisure Service	1		
Financial & Business Services	0 (+2)		
Miscellaneous	0		
Vacant	1		
Total No. of Uses	4 (+5)		



<p>USES</p>	<p>Bede Park's existing boundary designation contains only four units, which comprise a delicatessen, pharmacy, hot food takeaway and a large (now vacant) shop, which was formerly occupied by a Sainsburys Local. However, adjacent to the boundary on the other side of the courtyard is a Tesco Express. This unit relates extremely closely to the centre, both in terms of its location and its customer car park to the rear.</p> <p>Immediately adjacent to the south of the defined boundary, but fronting onto Western Boulevard, is a further row of four retail units, comprising two general convenience stores and two estate agents. In reality, these units also form a part of the retail parade.</p>
<p>PEDESTRIAN FLOWS</p>	<p>A constant flow of pedestrians was observed travelling past the shops between Western Boulevard and the park and several these people stopped off and visited the shops. However, of the shops in the designated boundary, only the chemist and the deli were open and the number of people visiting these shops was generally low. Considerably more people walked past the shops than stopped to visit them.</p> <p>The Tesco Express attracted the most customers and nearly all of the car-borne trade, as it has a free customer car park. The shops to the south of the parade had considerably less footfall.</p>
<p>ACCESSIBILITY</p>	<p>The shops are most easily accessible to pedestrians and cyclists. Bede Park is located within an area populated largely by students and is within easy walking distance of a number of flats, student halls and university buildings. However, it also serves pedestrians using the popular walking route through the park to the city centre.</p> <p>The Tesco Express has five cycle hoops immediately outside the shop entrance, which are in a prominent location adjacent to Western Boulevard. Western Boulevard and the surrounding streets are also flat, scenic and quiet and are ideal for walking and cycling.</p> <p>There is traffic light controlled pedestrian crossing close to the shops at the junction of Western Boulevard and Mill Lane, which provides a safe route to the flats on the opposite side of the river.</p> <p>Public transport accessibility is more of an issue with no bus stops within the vicinity of the shops. The closest bus stop is located on Western Boulevard, 240 metres to south of the shops. The 900 bus service operates in one direction every half an hour and calls at this stop.</p> <p>Car accessibility is also difficult as there is no customer car park serving the shops within the designated boundary. Western Boulevard also has double yellow lines and a loading restriction. The Tesco Express has a free customer car park. However, this is poorly sign posted from Western Boulevard.</p>



<p>PERCEPTION OF SAFETY</p>	<p>The sense of safety and security around the shops is very good. There are clear open views in front of the units. A strong sense of natural surveillance is generated from the busy pedestrian route that runs past the shops. As discussed in more detail in the next section, the environmental quality is very good, which also helps to create a good perception of safety.</p> <p>The only concern may come in hours of darkness, when there would be considerably less footfall using the through route and when the majority of the shops would be closed. Notwithstanding this, the main retail frontage is well overlooked by the student halls and flats above the shops.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Bede Park has extremely good environmental quality. The retail units and surrounding buildings are all modern and of a very high standard. The frontages all have a uniform stone colour features and modest signage. The Tesco Express also has an attractive decorative steel veranda that overlooks the shops, all of which add greatly to the character of the area.</p> <p>Bede Park overlooks a central area of high quality public realm. As previously discussed, this area contains a number of trees, sculptures and monuments, which add great value to the quality of the area. In addition, shops are in view of a high quality park to the south. This adds a further element of high quality landscaping to the public realm.</p> <p>The wider surrounding area is also achieves very good environmental quality. In particular, the bridge crossing the canalised River Soar has great architectural value and the neighbouring buildings along Western Boulevard are also all of a very good quality.</p>
<p>CONCLUSION</p>	<p>Bede Park is a modern retail parade that is located within an area populated mainly by students. The area around the shops has good environmental quality and also achieves a good sense of safety and security. A large proportion of people visiting the centre do so by foot or by bike. However, there seems to be an issue with low levels of footfall and the presence of a large vacant unit may be proof of this phenomenon. This issue may also be caused by the difficulty in parking close to the shops.</p> <p>Bede Park's offer is significantly wider when considered in combination with the Tesco Express and the four neighbouring retail units that front onto Western Boulevard. We do not consider the level of provision to be consistent with that of a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – excellent environmental quality and perception of safety. ≠ Weakness – public transport connections and car parking availability. ≠ Opportunity – to better exploit the local student market, as well as those passing by. ≠ Threat – low levels of footfall may result in further vacancies.



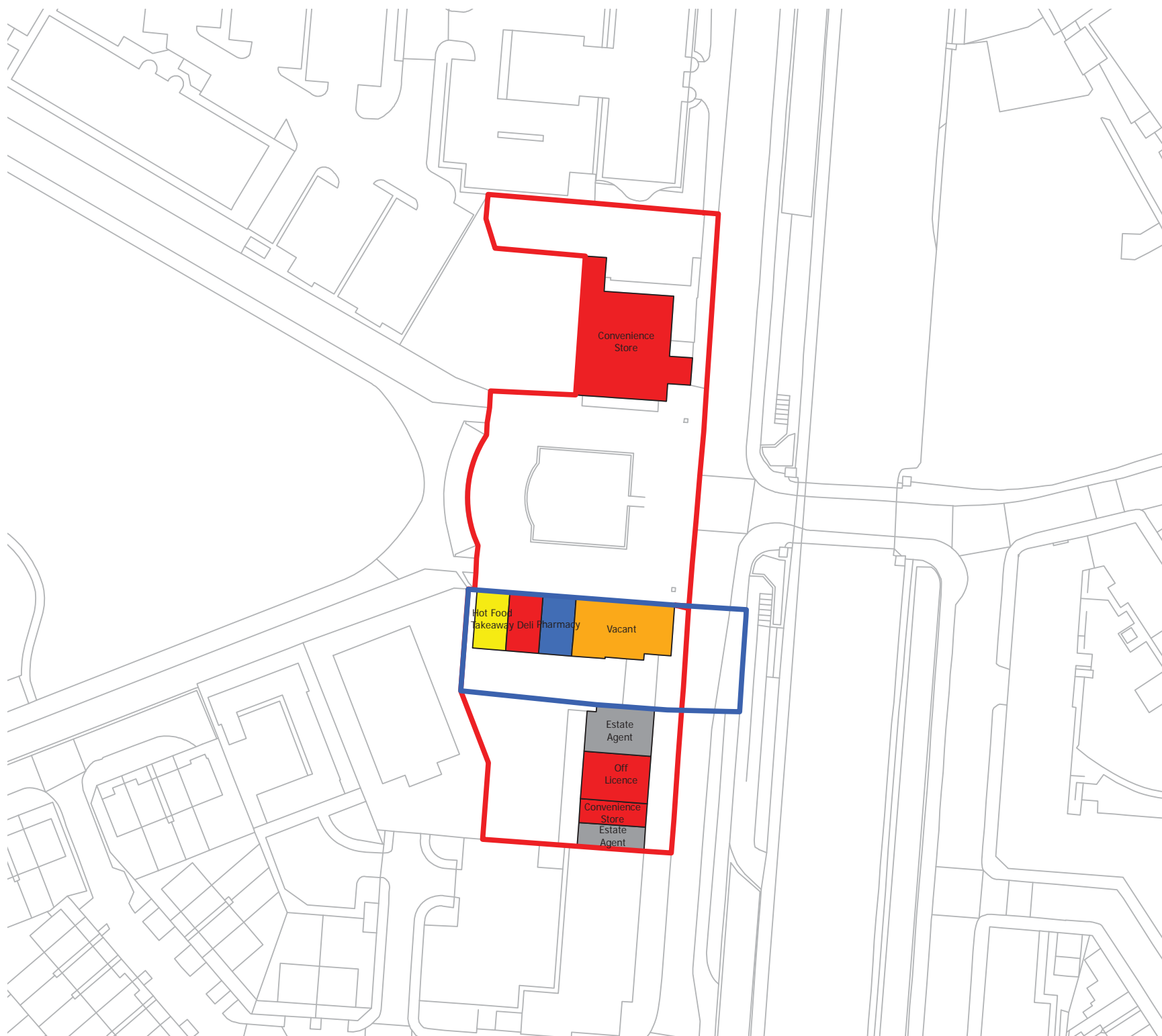
Leicester City Council
& Blaby District Council

Ref: A088154/011

Bede Park

Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3

January 2015

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH
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Belgrave Boulevard

ADDRESS (and Zone)	Belgrave Boulevard and Red Hill Way Zone 10
DESCRIPTION	<p>Belgrave Boulevard is located approximately 2.5 miles north of Leicester city centre, adjacent to Red Hill Way and the city's outer ring road. It principally comprises a typical 1920/30s terrace parade of small shop units with residential accommodation above, set back off the main road highway. The shop units face onto a lay-by which also provides parking. A new modern KFC restaurant has been built adjacent to the terrace parade, alongside the neighbouring roundabout. The directly surrounding area is largely residential in nature.</p> <p>The shop units are occupied by a mix of both independent and national retailers, serving the immediate local surrounding residential area.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Shop units parade



KFC adjacent to roundabout



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	Doctors Surgery, Day Care Centre, (outside designated boundary)	0 (+2)
Comparison	1	NATIONAL OPERATORS	TOTAL:
Retail Service	1	Dominos, McColls, KFC	3
Leisure Service	4		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	7		



<p>USES</p>	<p>The shops at Belgrave Boulevard take the form of a typical local shopping parade, with a limited convenience and local service offering. There are a total of seven units, which include a convenience store, chemist and a hairdresser, alongside a number of restaurants/takeaways. None of the units were vacant at the time of our survey.</p> <p>A short distance to the east, along Red Hill Way, is a small doctors' surgery and a child day care centre. Housing provides the bulk of the surrounding land uses.</p>
<p>PEDESTRIAN FLOWS</p>	<p>We visited Belgrave Boulevard around 2.30pm on Monday 27th October. Pedestrian movement and activity within the shopping parade was found to be steady during the time of our visit, with users making relatively short visits. Visitors appeared to comprise both local residents and passing motorists along the ring road.</p>
<p>ACCESSIBILITY</p>	<p>The lay-by directly in front of the shopping parade provides convenient and ample parking provision to meet the needs of users of the shops. Parking is free with room for approximately 20 vehicles. A designated car park is also provided at the KFC restaurant.</p> <p>Pelican crossings provide a safe crossing point across Red Hill Way. Pavements in the vicinity appear well maintained. The shops are located within easy walking distance of surrounding residential areas. Bus stops are located directly adjacent to the shopping parade. The number 25, 26 and 40 bus serves can be accessed from these bus stops which together provide regular services to the city centre and the surrounding area. There is currently no designated cycle parking provision.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The pedestrian environment is generally safe with respect to traffic, being set back from the main highway. Passing traffic in front of the parade on the lay-by in place is generally slow moving.</p> <p>A good level of natural surveillance is provided from the upper floor residential windows above the shopping parade which overlook the streetscene, as well as from within the shop units themselves. The range of shops provide activity during both the day and evening, with the restaurants/takeaways and the convenience store being open during evening hours. The healthy level of activity and pedestrian movement observed enables the area around the shops to feel safe during the day.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The parade appears suitably maintained, however, the environmental quality is limited by the adjacent busy highway and associated noise. The area around the shops does not suffer from any significant environmental issues which are affecting its ability to function successfully. The KFC restaurant is a modern development which helps generate activity at the parade.</p>
<p>CONCLUSION</p>	<p>Belgrave Boulevard provides a typical local retail offer through a single terrace of small shops. The shops provide basic convenience goods and local services, and it is therefore considered that the destination fulfils the role of a neighbourhood parade. The shopping parade appears to be in a healthy state with no currently vacant units and a consistent</p>



	level of activity observed.
KEY ISSUES/SWOT	<ul style="list-style-type: none">≠ Strength – the parade of shops benefit from a very visible location alongside the city's outer ring road.≠ Strength – units were fully occupied at the time of our survey.≠ Weakness – the small scale nature of the centre limits its capacity to meeting only local demand.



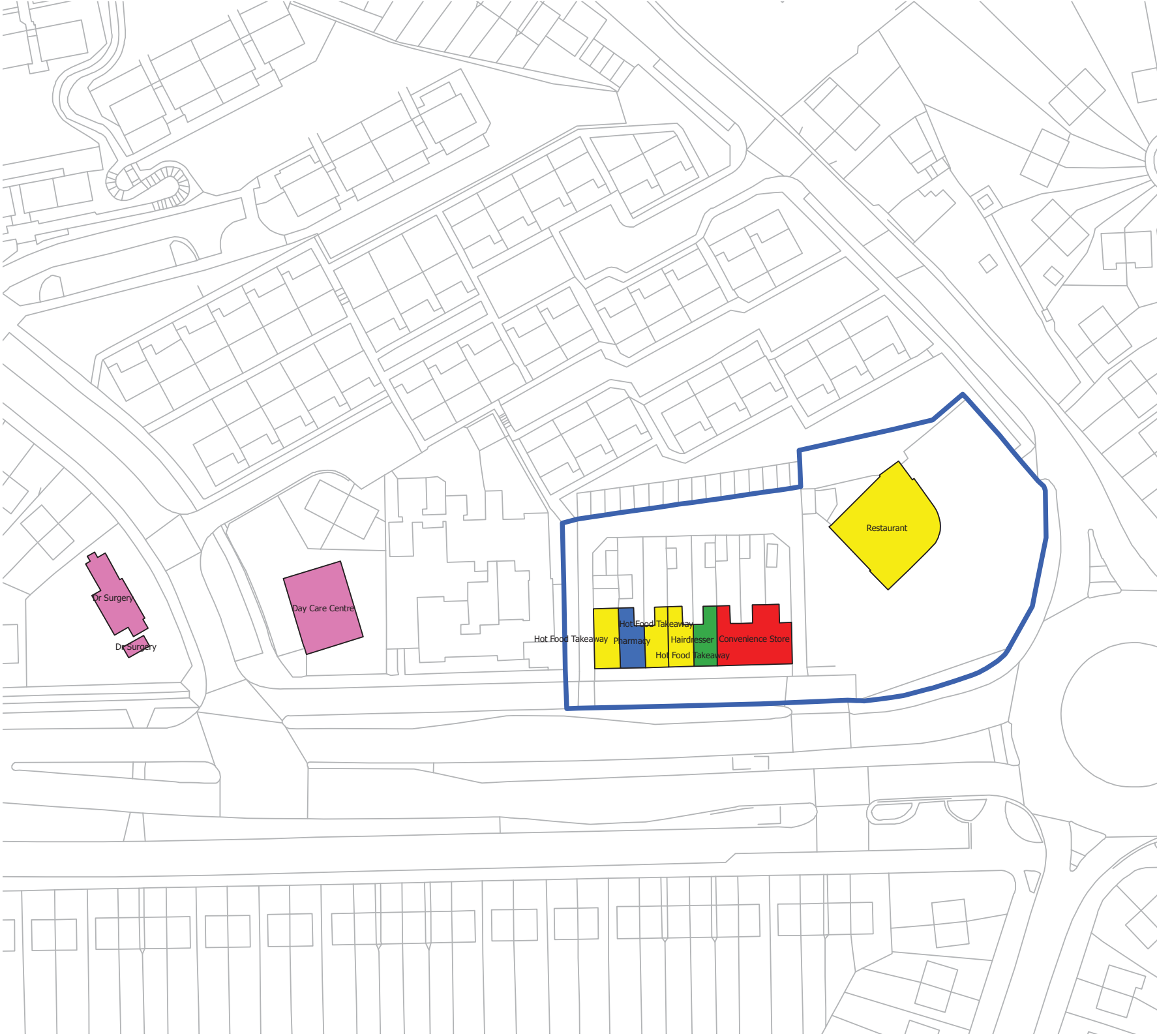
Leicester City Council & Blaby District Council

Ref: A088154/012

Belgrave Boulevard

Key

- Local Centre Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:750 @ A3

January 2014

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Belgrave Road/Melton Road

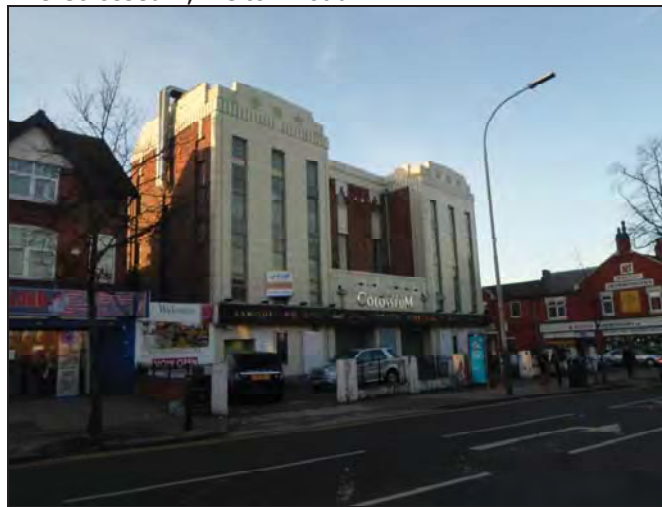
ADDRESS (and Zone)	Belgrave Road and Melton Road Zone 9
DESCRIPTION	<p>The Belgrave Road district centre is a vibrant and unique retail/leisure destination along a one mile stretch of Belgrave Road and Melton Road, known as 'the Golden Mile'. The centre is known in the local area as well as regionally and nationally for its specialist Asian goods, services and events and provides an important focus for the local community. The majority of businesses are independently run, with a limited number of national retailers present. Shop units vary in size, with the majority being accommodated in small terrace units.</p> <p>The shopping strip occupies a substantial length of a key arterial route into the city from the north. A break in the shopping frontage occurs mid-way along the centre, with a stretch of residential properties dividing the shopping environment into two separate definable areas.</p> <p>The southern edge of the centre is approximately 0.7 miles to the north of Leicester city centre. The busy roundabout at the junction of Abbey Park Road and Belgrave Road creates a very identifiable boundary which marks the end of the shopping environment.</p> <p>In the past couple of years the district centre has seen many key regeneration projects with various works being completed, currently underway or which are planned to go ahead. Examples include Belgrave flyover being removed, improvements to the public realm, grants to improve shop fronts and an upper floor painting scheme.</p> <p>The former Sainsbury's site within the centre has been largely cleared prior to the commencement of a major redevelopment of the site which is expected to provide ten new retail units fronting Belgrave Road. The redevelopment of this site will add a new focus and offering at the southern end of the centre. These improvements will improve connectivity between the Golden Mile and the city centre.</p> <p>Belgrave Road/Melton Road provides a focus for key celebrations, including Diwali. The Diwali celebrations in Leicester are one of the biggest largest outside of India, making this centre a national and international destination.</p>
CURRENT STATUS	District Centre

PHOTOGRAPHS:

Belgrave Road



The Colosseum, Melton Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	35	Library, Sports Centre, Sure Start Centre, Health Centre; Neighbourhood Centre; Community Centre, Pub, Dentist	3 (+6)
Comparison	109	NATIONAL OPERATORS	TOTAL:
Leisure Service	60	Tesco, Santander, Barclays, Natwest, HSBC, Habib Bank, Bank of India, Post Office, B&M Home Store, Subway, Ladbrokes, Betfred, William Hill, Pizza Hut Delivery	15
Retail Service	52		
Financial & Business Services	56		
Miscellaneous	9 (+6)		
Vacant	16		
Total No. of Uses	337 +6)		

USES	<p>The Belgrave Road/Melton Road district centre provides a very diverse range of goods and services with specialist Asian retailers and leisure services being key to the character of the centre. The centre has a high proportion of independent businesses with high street banks also constituting a significant proportion of the national operators present.</p> <p>The southern half of the centre in particular is characterised by a concentrated number of Asian fashion, jewellery and restaurant businesses, providing a unique atmosphere. As well as being a key location for specialist comparison goods, Belgrave Road has developed a significant evening economy through the many restaurants, food takeaways, cafes and bars which are present. At the southern end of the centre alongside Belgrave Road, the former Sainsbury's site has been cleared to make way for a new retail development of smaller units.</p>
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	<p>The northern half of the centre continues to provide an extensive range of goods and services, with less of a focus on clothing shops. Alongside typical local services the centre's offer extends to convenience food goods, household goods and furniture. Prominent facilities in the northern half of the centre include a Tesco Express and the Colosseum banqueting and events hall.</p> <p>The representation of town centre use categories is broadly similar to the picture nationwide. The centre has a low vacancy rate of 4.7%, compared to the present national figure of 11.4%. The comparison goods representation is 32.3%, marginally lower than the national average of 32.5%. In terms of leisure services, despite the high number of takeaways and restaurants, the centre has a lower proportion of leisure services (17.8%) than the national average (22.4%). Interestingly, the centre has a higher than average representation of financial and business service, 16.6% of the centre's units, compared to a nationwide average of 10.9%.</p> <p>Significant community buildings are provided either within the centre's designated boundary or on the outskirts of the boundary. Key facilities include Belgrave Library, Cossington Street Sports Centre, Belgrave Health Centre, Belgrave Sure Start Centre and the Peepul Centre.</p>
<p>PEDESTRIAN FLOWS</p>	<p>A visit to the centre was made on the morning of Monday 24th November. The district centre's wide range of goods and services provides excellent opportunities for linked trips, observed through the healthy footfall experienced along the length of centre. Footfall was observed to be busiest at the core of each of the centre's two halves on Belgrave Road and Melton Road respectively. Footfall along the shopping frontage on the southern half of the centre was fairly consistent at the time of our visit, although, pedestrian travel between the retained B&M Home Store and the shops on Belgrave Road was observed to be very limited.</p> <p>Overall, pedestrian activity was found to be weakest at the northern edge of the centres on Melton Road where vacant units are most common and the shopping frontage becomes less continuous.</p> <p>Pedestrian activity was greatest around the Tesco Express store in the northern half of the centre and around the Belgrave Commercial Centre in the southern half of the centre, where pay and display parking is available.</p> <p>A short break in the shopping environment provided by an extended terrace of residential properties located towards the southern end of Melton Road serves to create two areas with slightly different characters and offerings.</p>



<p>ACCESSIBILITY</p>	<p>The length of the centre, in being close to a mile long, creates a barrier to users accessing the full extent of the shops/services conveniently and in a single trip. The linear form of the centre may encourage visitors to access only parts of the centre in a visit rather than its whole.</p> <p>Parking is an issue, particularly at the northern half of the centre. The Tesco Express store offers a limited number of free customer parking spaces for 20 minutes. Other than at this location, parking opportunities are limited to on street parking along the surrounding residential side streets.</p> <p>A sizable pay and display car park at the Belgrave Commercial Centre appropriately provides convenient provision for visitors of shops at the southern half of the centre along Belgrave Road. Further free parking is available at the B&M Home Store alongside the former Sainsbury's site.</p> <p>Bus stops are regularly located along the length of the shopping strip, reflective of Belgrave Road being a key route in to and out of the city. A number of bus routes, providing regular services towards the city centre and to outlying locations within the local authority, can be easily accessed.</p> <p>The pedestrian environment is generally satisfactory and benefits from regular pelican crossing points. Pavements are on the whole suitably maintained and devoid of unnecessary clutter or street furniture.</p> <p>Designated cycle parking stands are located at a number of different locations within the centre.</p>
<p>PERCEPTION OF SAFETY</p>	<p>There is a good feeling of safety within the centre, with a healthy level of pedestrian and vehicle activity occurring throughout the day and during the evening hours. The high levels of activity provide a degree of surveillance which is beneficial to levels of personal security. The designated parking areas similarly benefit from healthy levels of activity in their surrounds and are well illuminated.</p> <p>The pedestrian environment at the southern end of the centre is furthest removed from surrounding residential streets and the activity occurring at the heart of the centre, as such perceptions of safety are weakest at this point. The development of the former Sainsbury's site provides an opportunity to attract greater activity and pedestrian movement to this location.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Shops within the centre are generally accommodated in traditional terrace properties which have been converted and often extended for commercial use. The shopping environment has a mixed character. Certain shopfronts are of a relatively poor quality which adversely impacts on the visual amenity of the area. Whilst many shopfronts are well maintained,</p>



other units, largely on the periphery of the centre, are visually poor and detract from the centre's overall environmental quality.

We are aware that there have been efforts to improve the visual appearance of the commercial units along Belgrave Road and Melton Road in recent years through the introduction of a grant scheme for improvement works. This work is continuing under the City Council's regeneration programme for the area.

The centre has a unique character and qualities, primarily as result of its concentration of Asian specialist businesses. However, the long linear format of the centre, with shop units in the most part facing onto Belgrave Road or Melton Road means that visitors are exposed to passing traffic and associated noise. The physical form of the centre also means that the pedestrian public realm is limited to pavements on either side of Belgrave Road and Melton Road which provide few seating opportunities or relief from the busy main road environment.

Key sites within the centre are currently awaiting redevelopment, notably the former Sainsbury's site, which is now cleared prior to redevelopment and two sites on the junction of Belgrave Road and Cooper Street. The two adjoining sites on land between Woodbridge Road and Sandringham Avenue where the Furniture Warehouse factory building and a petrol filling station once stood have also been cleared. It is noted that planning permission was provided in February 2014 for the development of a new petrol filling station on the site where a similar facility previously stood. The development of these sites should help support the success of the district centre going forward.

CONCLUSION

The Belgrave Road/Melton Road centre is a key district centre which serves an important role in meeting both the needs of local communities and provides a focus for specialist Asian goods and services which attract custom from further afield. It is also a focus for key festivals and celebrations. Therefore, the shopping centre has a regional, national and international importance.

As well as a centre for retail and leisure provision the area also provides key community services and facilities. The area is generally vibrant and appears to be largely in a healthy state. However, the local environment would benefit from further improvement activity, which is currently being addressed through various regeneration projects.

A number of key sites within the centre boundary have recently been cleared or are in the process of redevelopment, namely the former Sainsbury's site and sites at the junction of Belgrave Road and Cooper Street. Land between Woodbridge Road and Sandringham Avenue also currently stands vacant. These sites have the potential to make a substantial contribution to the centre's offer and performance.



	<p>The loss of the Sainsbury' store at the southern end of Belgrave Road has removed a key customer draw and food shopping destination at the southern end of the centre. At present, pedestrian interaction and activity is inevitably substantially reduced from that previously experienced around this part of the centre. The redevelopment of this site presents an opportunity to provide a new customer focus and return a significant level of activity to this location.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Strength – the centre has a unique retail and cultural role as a destination for specialist Asian goods and services. • Weakness – the visual amenity of the street scene along the shopping frontage is varied, with some evidently poor shop units and vacancies towards the northern end of the centre. • Weakness – the elongated form of the centre limits the ability of visitors to easily access the whole centre. • Opportunity – the former Sainsbury's site is to be redeveloped for a mixed use development comprising ten A1-A5 retail units and eight B1(C) light industrial units. This development has the potential to upgrade the centre's offer and attract additional activity to the centre. • Opportunity – a number of vacant/under used sites with potential for redevelopment are evident in prime locations within the centre. • Threat – construction activity appears to have stalled on two sites at the junction of Belgrave Road and Cooper Street. These sites occupy prime plots with respect to the shopping environment on Belgrave Road



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Leicester City Council & Blaby District Council

Ref: A088154/013.1

Belgrave Road (Melton Road North)



Key

-  District Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,250 @ A3

January 2015

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Leicester City Council & Blaby District Council

Ref: A088154/013.2

Belgrave Road
(Melton Road Central)

Key

-  District Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

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January 2015

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Leicester City Council & Blaby District Council

Ref: A088154/013.3

Belgrave Road (Melton Road South)

Key

- District Centre Boundary
- Recommended Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:1,250 @ A3

January 2015

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Leicester City Council & Blaby District Council

Ref: A088154/013.4

Belgrave Road (North)

Key

-  District Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

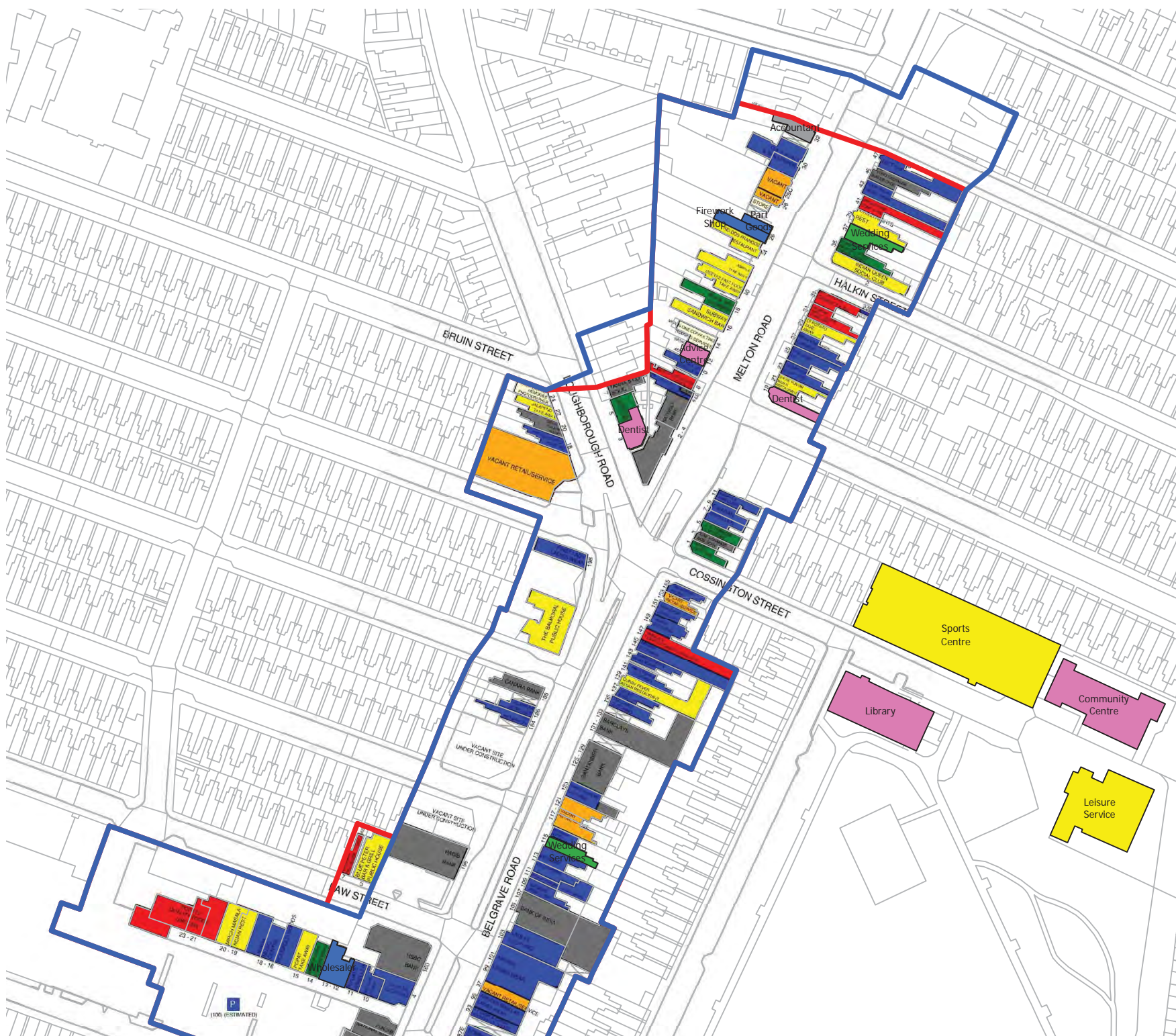
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Leicester City Council & Blaby District Council

Ref: A088154/013.5

Belgrave Road (Centre)

Key

-  District Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

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January 2015

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Leicester City Council & Blaby District Council

Ref: A088154/013.6

Belgrave Road (South)

Key

- District Centre Boundary
- Recommended Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

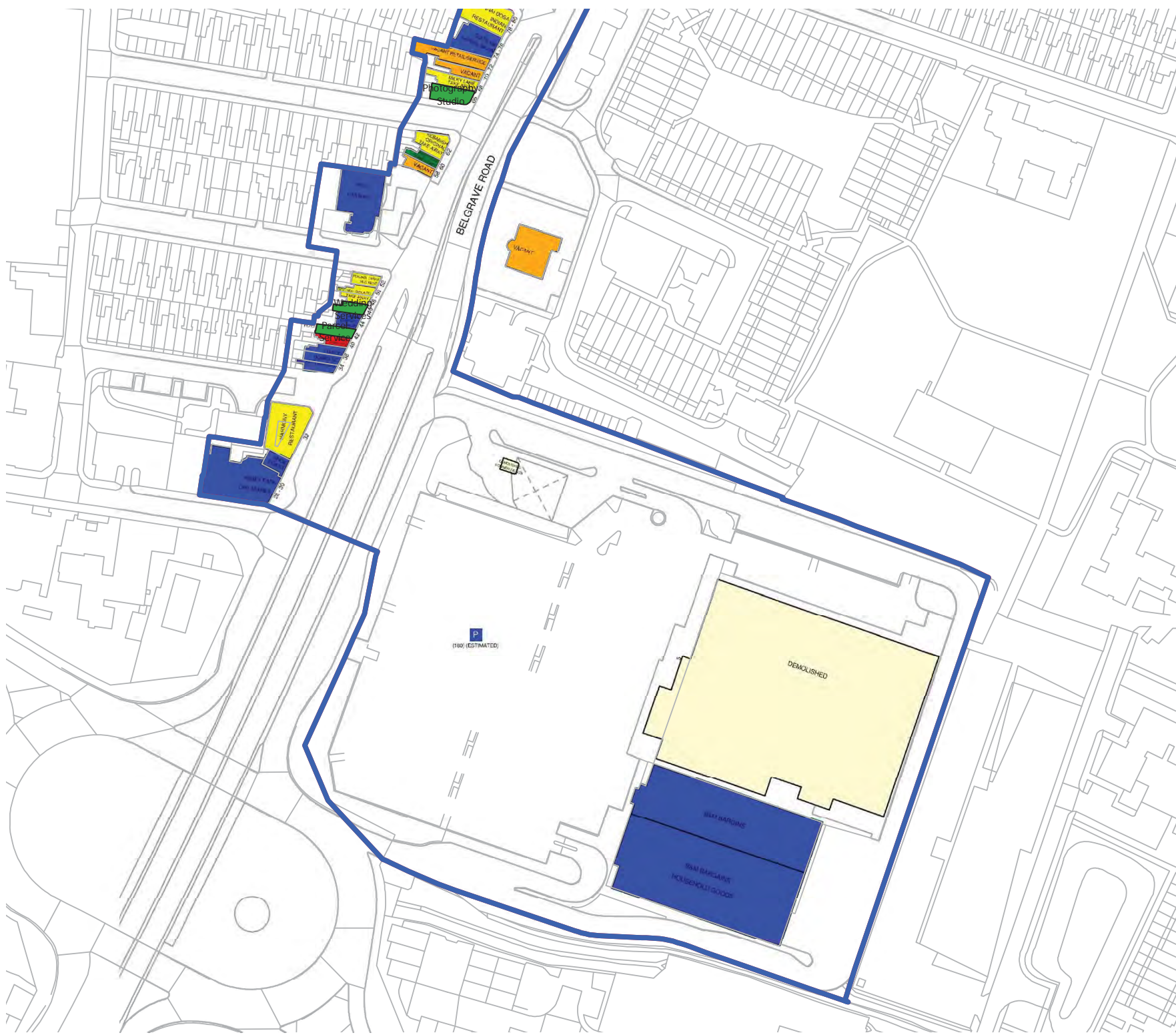
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Berners Street

ADDRESS (and Zone)	Berners Street Zone 6
DESCRIPTION	<p>Berners Street was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).</p> <p>Berners Street is located approximately 1.5km driving distance from Leicester city centre. The shops are also located roughly 160 metres to the south of Nedham Street local centre and the same distance to the north of Melbourne Road local centre. The surrounding area mainly comprises dense terraced housing, although Melbourne Road is interspersed with small sporadic clusters of retail uses, particularly at the corners of adjoining side streets. In addition, Berners Street is neighboured by several places of worship and an Islamic school.</p>
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Row of shops at Berners Street



Greengrocer and fabric shop on Melbourne Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	0 (+1)	Dentist	1
Comparison	2 (+1)	NATIONAL OPERATORS	TOTAL:
Retail Service	1	None	0
Leisure Service	0		
Financial & Business Services	0 (+1)		
Miscellaneous	0 (+1)		
Vacant	0		
Total No. of Uses	3 (+4)		



<p>USES</p>	<p>Berners Street's former local centre boundary is fully occupied by three retail units. Two of these are comparison goods stores, which are a pharmacy and a clothes shop. The remaining unit is an optician, which is the only retail service provider. However, there are several related main town centre uses that are located close by. These form a small nucleus and help to generate linked shopping trips. These units include a greengrocer, an accountant, a dentist and a discount store. There are further main town centre uses along Melbourne Road, which are separated from the former local centre boundary and each other by rows of five to 10 houses of houses. Consequently, these do not relate as closely to the former local centre, although they do contribute to the local area's wider retail offer.</p>
<p>PEDESTRIAN FLOWS</p>	<p>The section of Melbourne Road that is directly to the west of Berners Street had a bustling atmosphere when we visited around 10am on a Monday in May 2015. However, the level of pedestrian activity along Berners Street was significantly lower. A conversation with a shop owner identified that footfall has increased since the pharmacy and optician opened for business, although it still seemed to be fairly quiet during our visit. In addition, the level of activity along Berners Street dissipates considerably only a short distance to the east of Melbourne Road.</p>
<p>ACCESSIBILITY</p>	<p>Berners Street and the shops along Melbourne Road have good pedestrian accessibility. The area is generally flat and has wide footpaths. There is also a controlled pedestrian crossing in a convenient location close to the junction of Berners Road and Melbourne Road. This location also contain a cycle parking hoop. The shops can easily be accessed by car, as there is ample unrestricted car parking availability along Berners Streets. In addition, bus stands are located close by on Melbourne Road, which have regular bus services in each direction.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The area around the shops contains a school and several places of worship. Consequently, there is a good sense of community spirit, which creates a sense of safety around the shops. In addition, Berners Street and Melbourne Road are both overlooked by housing and retail units. Furthermore, the high levels of pedestrian activity along Melbourne Road maintains a presence in the street, which adds to the sense of safety.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Overall, the area around Berners Street has reasonably good environmental quality. Trees are located at its junction with Melbourne Road and the street furniture around the shops is of moderate quality. Some shop frontages are of better quality than others and several houses in the area would benefit from external refurbishment. However, the appearance of the area does not deter from its functionality and no major environmental concerns were identified during our visit.</p>
<p>CONCLUSION</p>	<p>The former local centre boundary currently contains three retail units. There are several additional units along Melbourne Road, which collectively form a retail nucleus that functions as a small neighbourhood parade.</p> <p>Overall, the parade appears to be in reasonable health, although Berners Street would benefit from interventions to increase footfall from Melbourne Road. In addition, this area</p>



	would benefit from future development being more concentrated around the retail cores and not in sporadic form along Melbourne Road.
KEY ISSUES/SWOT	<ul style="list-style-type: none">≠ Strength – good diversity of uses and Berners Street is close to other centres, so there is a good range of choice for customers.≠ Weakness – sporadic retail development along Melbourne Road lacks a retail core, which discourages linked shopping trips.≠ Opportunity – to better capitalise on passing trade from Melbourne Road.≠ Threat – competition from other retail centres close by, particularly Melbourne Road and Nedham Street.












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Leicester City Council & Blaby District Council

Ref: A088154/92

Berners Street

Key

-  Former Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,000 @ A3

May 2015

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Blackbird Road / Groby Road / Woodgate

ADDRESS (and Zone)	Blackbird Road, Groby Road, Woodgate, Buckminster Road and Fosse Road North Zone 10
DESCRIPTION	<p>This commercial centre is located a mile to the north-west of Leicester city centre and is focussed around an extremely busy five way junction. Groby Road and Woodgate (A50) link the city centre with north-west Leicester and the M1 beyond, whilst Blackbird Road is a four lane dual carriageway that provides a north / south connection. Fosse Road North and Buckminster Road serve a more local function but are also both busy roads in their own right.</p> <p>The centre has a variety of smaller independent traders, national operators and large format retailers. There is a concentration of national multiples around the inner corner of Buckminster Road and Groby Road. This part of the centre is set back from the busy junction with its own access road, which provides on street parking in front of the units. The smaller independent shops are more focussed on the arms of the tributary roads that extend away from the centre of the junction.</p> <p>Inner city terraced housing extends from the south of the centre and there is a larger semi-detached residential area to the north. These, together with the employment area to the north-east, undoubtedly produce a great deal of spending within the centre. However, each shop shares the same dependency on the large amount of traffic that passes by.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Aldi foodstore adjacent to the centre



Typical shops on Blackbird Road





DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	7 (+2)	Dr Surgery	1
Comparison	7 (+4)	NATIONAL OPERATORS	TOTAL:
Retail Service	7 (+5)	Santander, Co-operative Food, Coral, William Hill, Barclays, Post Office (Aldi, ATS and Halfords close to edge of centre)	6 (+3)
Leisure Service	9 (+4)		
Financial & Business Services	2 (+1)		
Miscellaneous	2 (+1)		
Vacant	1 (+2)		
Total No. of Uses	35 (+19)		

USES	
	<p>There is an extremely strong convenience goods provision within the centre, with 20% of all units coming from this sector. Within the seven convenience retailers, there is also a wide variety of uses including a bakery, butcher, off licence, newsagent and three large general convenience stores. In addition, an Aldi supermarket has recently been built on the edge of the defined centre boundary.</p> <p>The comparison sector comprises mostly large format shops selling bulky goods, such as bedrooms, bathrooms, motorcycle accessories and cars. However, the centre also contains a pharmacy and a florist, which have a more local function.</p> <p>There is also a good variety of retail service providers, including two units offering health and beauty services, a launderette, two funeral directors, a computer repair shop and a hand car wash. The Kwik Save convenience store also incorporates a Post Office.</p> <p>Of the nine leisure service units, two thirds are hot food takeaways. This is unsurprising given the large amount of passing trade. However, there are also two betting shops and a cafe around the inner corner of Buckminster Road and Groby Road. Also in this area are two banks, which are the only financial and business service units within the centre.</p> <p>There is only one vacant unit, which accounts for 2.9% of the total number of units within the defined centre boundary. This is significantly below the national average of 9.5% of the total number of units.</p> <p>There are also a number of additional shops to the west of the centre that extend along Woodgate. These include an Aldi supermarket, which is located directly adjacent to the centre boundary, as well as an ATS car servicing garage, a large vacant brownfield plot of</p>



	land and a number of smaller format shops.
PEDESTRIAN FLOWS	<p>Pedestrian flows around the centre varied greatly when visited around 3pm on Wednesday 26th November 2014. The highest flows were observed around the Aldi supermarket and there was a constant flow of traffic in and out of its customer car park. Pedestrian flows were also high between the Kwik Save / Post Office on Buckminster Road and the Co-operative Food on Groby Road.</p> <p>Pedestrian flows were lowest on both sides of Blackbird Road, on the north side of Buckminster Road and, to a lesser extent, on the southern side of Woodgate.</p>
ACCESSIBILITY	<p>Although the centre is located directly on the strategic highway network, the ability of passing trade to access the shops is inhibited by the confusion of the road layout and the availability of parking. Parking spaces are in great demand in front of the shops on Groby Road and Buckminster Road. In addition, vehicles travelling south along Buckminster Road and west along Groby Road are unable to turn into the side road to access the parking area. Notwithstanding the above, the shops along Woodgate have a ready supply of parking on the side streets and the Aldi has its own large customer car park.</p> <p>Pedestrian accessibility is inhibited by the size and busyness of the road junction, which separates the different parts of the centre from each other. Although there are numerous traffic light controlled crossing points, pedestrians often need to traverse several sections of road in multiple phases to get from one side of the junction to the other. Waiting times at the crossing points may also be considerable. It is also worth noting that the sheer volume of traffic makes this an unpleasant pedestrian environment, which also contributing factor impacting on the centre's accessibility.</p> <p>The only cycle parking point that was observed in the centre is on the wall of the Co-op. This is a wheel lock facility, which isn't readily visible to users. However, the centre has excellent public transport provisions with bus shelters on Groby Road, Fosse Road North and Woodgate providing regular services in various different directions.</p>
PERCEPTION OF SAFETY	<p>Perception of safety within the centre also varies. The area around the Aldi has good levels of footfall and high levels of natural surveillance. Woodgate also achieves good levels of natural surveillance owing to the large number of windows looking out onto the road. However, the shops on Buckminster Road, Groby Road and Blackbird Road all have significantly less natural surveillance. This is most apparent on northern and south-western sides of Groby Road and Buckminster Road respectively, where the curvature of the frontage inhibits views in front of the shopping area.</p>
ENVIRONMENTAL QUALITY	<p>Environmental quality also varies greatly across the centre. The road creates lots of noise, other pollution and traffic movements. However, the quality of the retail frontages on Buckminster Road, Groby Road and Blackbird Road are also particularly poor, with uninspiring box like designs and uncoordinated parking areas in front of the units, which</p>



	<p>detract from their visual appearance. Apart from Blackbird Road, there is a general lack of greenery, trees or landscaping within the centre. The street furniture is also of a lesser quality than elsewhere in the authority area.</p> <p>Notwithstanding the above, Woodgate has much better environmental quality. Here, the shop frontages are considerably better, with hanging baskets outside properties, more sympathetically designed shop signs and better quality buildings. In addition, the new Aldi is set back from the road and provides a different shopping environment. The car park has trees and landscaping and the unit is bright and modern.</p>
<p>CONCLUSION</p>	<p>The commercial centre of Blackbird Road / Groby Road / Woodgate has grown around an extremely busy junction. There is a considerable diversity of shops that provide key services and facilities for the neighbouring residential and employment areas, including a bank, pharmacy, Post Office, several convenience stores and takeaways, a cafe and a medical centre. Collectively, we consider that these units function together as a local centre.</p> <p>Although the roads that the centre has been built around are integral to its functionality, they also have a considerable negative impact on the centre's environmental quality, accessibility and perception of safety.</p> <p>To the east of the centre boundary, there are a number of shops along Woodgate, including a new Aldi supermarket, which contribute significantly to the centre's overall function. These units would normally be considered to form part of the main retail area. There is therefore scope to extend the defined centre boundary to incorporate some of these units.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – large diversity of services and facilities. ≠ Strength – large volume of traffic passing by, which generates a large proportion of the centre's trade. ≠ Strength – low vacancy rate. ≠ Weakness – poor accessibility and environmental quality. ≠ Opportunity – to better signpost car parking within the centre. ≠ Opportunity – to incorporate more greenery and landscaping within the centre to improve the environmental quality. ≠ Threat – competition with the city centre.



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Leicester City Council & Blaby District Council

Ref: A088154/014

Blackbird Road / Groby Road / Woodgate



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,250 © A3

January 2015

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Bonney Road

ADDRESS (and Zone)	Bonney Road Zone 12
DESCRIPTION	<p>Bonney Road was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).</p> <p>The shops on Bonney Road face onto a central green within a quiet residential area located approximately 3km to the west of Leicester city centre. The former local centre boundary is split into two parts on either side of Bonney Road, which currently contain three retail units.</p>
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Two retail units facing onto Bonney Road



Single retail unit facing onto Bonney Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	1	None	0
Leisure Service	1		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	3		



USES	The three available retail units are fully occupied by a hairdresser, a hot food takeaway and a larger general convenience store. The retail units lack the diversity of uses that would normally be expected within a designated retail centre.
PEDESTRIAN FLOWS	Pedestrian activity was low when visited around 12pm on Monday 18 th May 2015. The hairdresser was closed and the fish bar had just opened. The level of pedestrian activity may be slightly higher on another day of the week or later on in the day. However, the limited number of units are not expected to generate a significant level of footfall.
ACCESSIBILITY	The shops have reasonably good accessibility. There is ample free and unrestricted car parking directly in front of the shop entrances. The shops are also located within the heart of a residential area and are within walking distance of a large population. Furthermore, there are bus stands on the opposite side of the green with an hourly bus service in each direction. However, shops lack cycle parking facilities.
PERCEPTION OF SAFETY	The shopping environment benefits from the sense that this is mainly a residential area, which helps to create a feeling of safety. The shop forecourts have clear sightlines and are overlooked by the retail frontage and the surrounding housing. In addition, we did not observe any indications that crime may be an issue in the area.
ENVIRONMENTAL QUALITY	The central green area adds value to the environmental quality around the shops. The shop frontages are also of reasonable quality and no litter or other environmental issues were observed during our visit.
CONCLUSION	We do not consider Bonney Road to have a sufficient number of units or the range of goods and services on offer that would normally be expected within a neighbourhood parade. We therefore recommend that these shops remain undesignated. Notwithstanding this, the shops are fully occupied and the area appears to be in good general health.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – fully occupied units and good environmental quality. ≠ Weakness – limited number of shops and low pedestrian activity. ≠ Opportunity – to improve the appearance of the shop forecourt. ≠ Threat – residential conversions would greatly reduce the retail offer in this location.






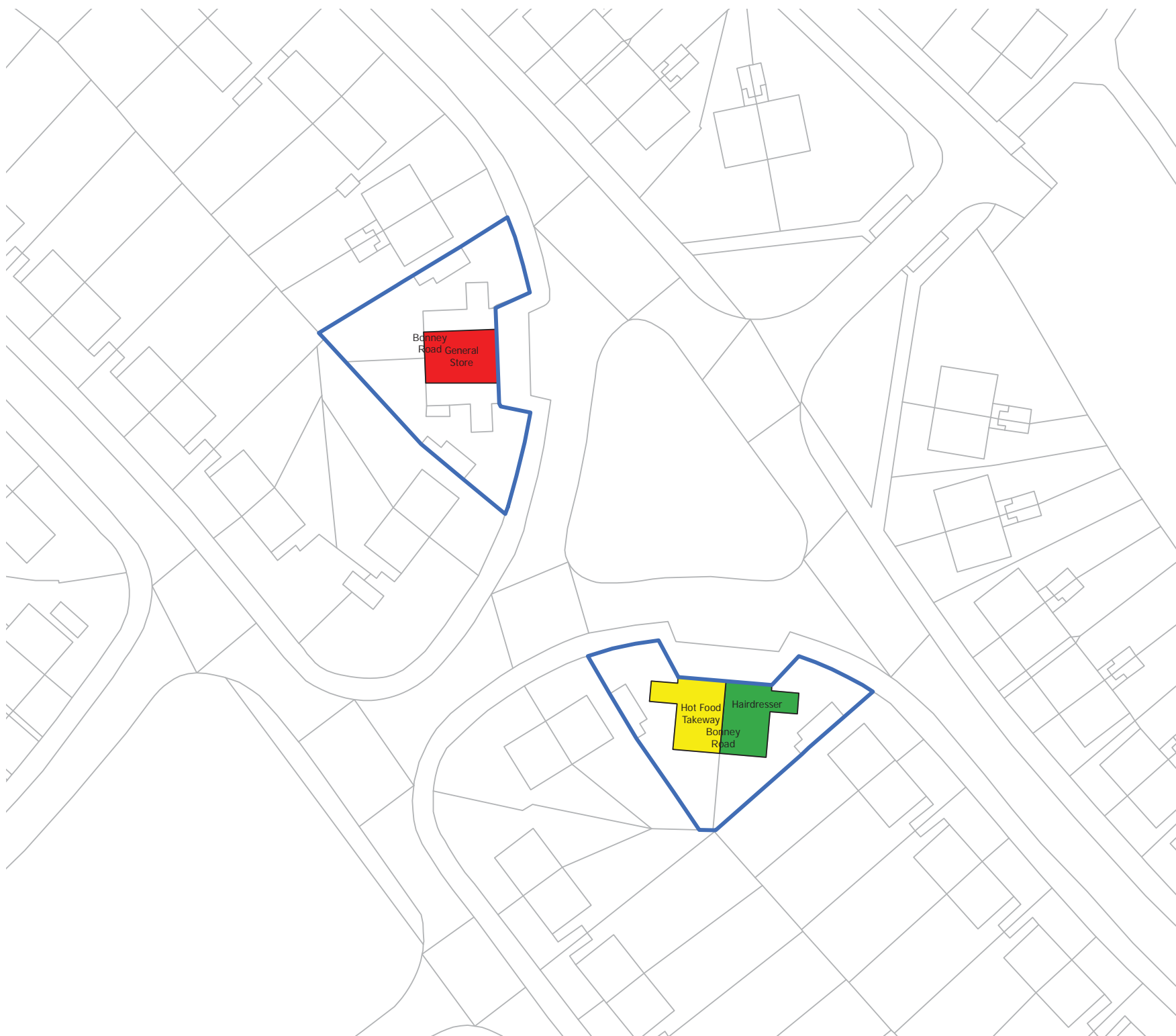
Leicester City Council
& Blaby District Council

Ref: A088154/93

Bonney Road

Key

-  Former Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

May 2015

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Bringhurst Road

ADDRESS (and Zone)	Bringhurst Road Zone 12
DESCRIPTION	Bringhurst Road is located approximately 3.5km driving distance to the west of Leicester city centre. The retail area comprises three units, which all front onto a green within a predominantly residential area. Bringhurst Road was formally designated as a local centre within the City of Leicester Local Plan (1994) but is currently not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Premier convenience store on Bringhurst Road



Two hot food takeaways on Bringhurst Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	0	Premier	1
Leisure Service	2		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	3		



USES	The three available retail units are fully occupied by two hot food takeaways and a larger general convenience store. However, these lack the diversity of uses that would normally be expected within a designated retail centre. The shops are surrounded mainly by semi-detached housing and blocks of flats, which are probably of 1960s construction.
PEDESTRIAN FLOWS	Pedestrian activity was low when visited around 1pm on Monday 18 th May 2015. The main focus of activity was around the fish and chip bar, which was open for lunch. A lesser number of people were seen entering the Premier store and the Indian takeaway was closed.
ACCESSIBILITY	The shops generally have good accessibility. There are designated parking bays directly in front of the store entrances and parking availability was not an issue. In addition, being located within the heart of a residential area, the shops are within walking distance of a large number of people. Bus stops are located within 100 metres walking distance of the store entrances on Dominion Road and Chadwell Road. These have regular services in each direction. However, the shops lack cycle parking facilities.
PERCEPTION OF SAFETY	Bringhurst Road is quiet and residential in character and there is a sense of safety around the retail area. The units and the surrounding houses appear to be well kept and there were no signs of crime or vandalism during our site visit.
ENVIRONMENTAL QUALITY	Although the shops face onto a central green, this area is grassed and lacks features. Consequently, it provides a minimal contribution to the environmental quality around the shops. Notwithstanding this, the shop frontages are of reasonably good quality and the general area appeared to be clean and tidy.
CONCLUSION	We consider the three units at Bringhurst Road to not contain the services, facilities or the retail offer that would normally be expected within a neighbourhood parade. We therefore recommend that Bringhurst Road should remain undesignated. However, the shops are fully occupied and the area appears to be in reasonably good overall health and we did not identify any major issues.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – the units are currently fully occupied. ≠ Weakness – very limited number of units, two of which are closed for long periods of the day. ≠ Opportunity – to improve the environmental quality by adding trees or planting to the central green. ≠ Threat – residential conversions.





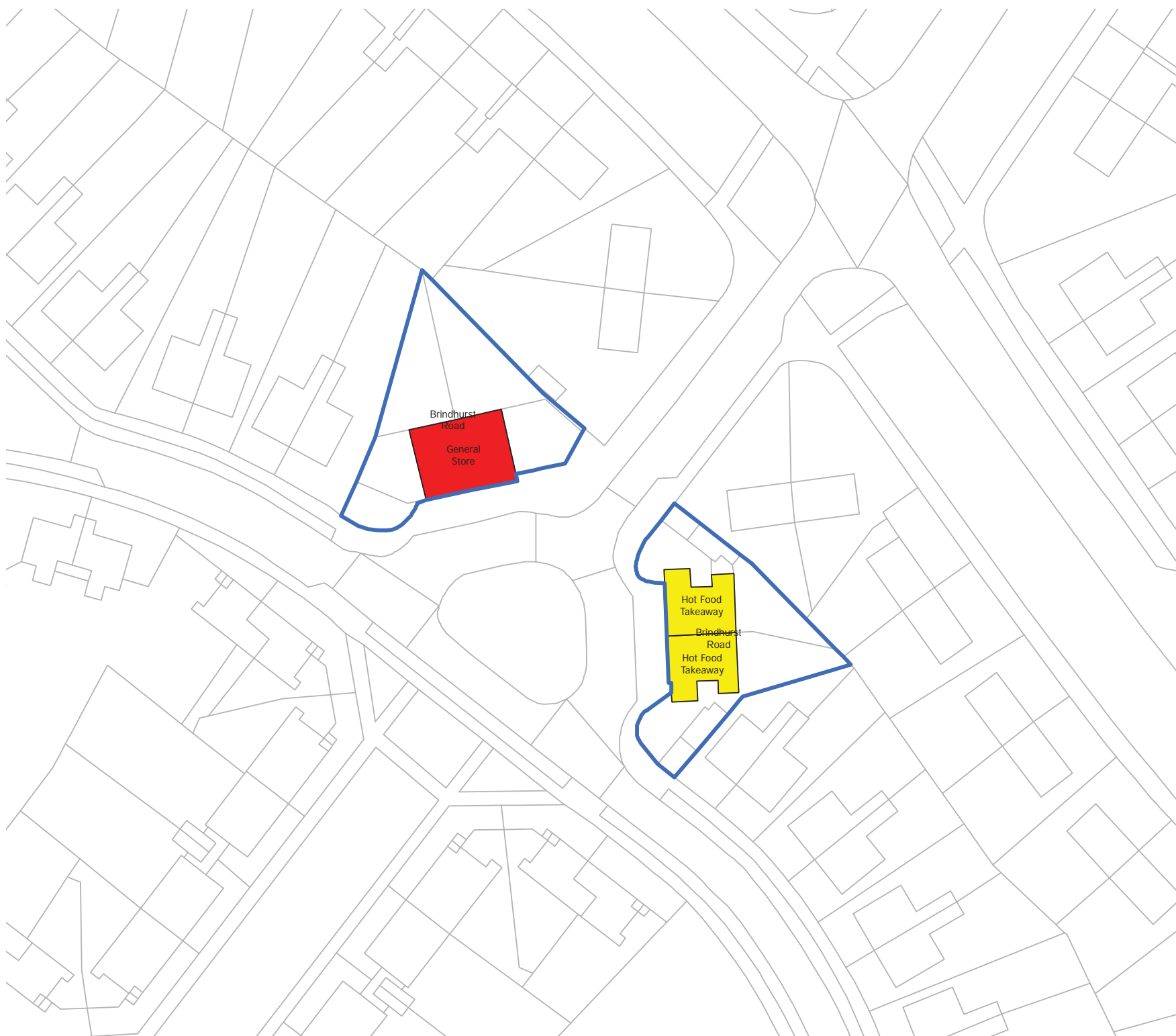
Leicester City Council
& Blaby District Council

Ref: A088154/94

Bringhurst Road

Key

-  Former Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

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May 2015

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Buckminster Road / Whitwick Way

ADDRESS (and Zone)	Buckminster Road / Whitwick Way Zone 10
DESCRIPTION	The retail area at Buckminster Road / Whitwick Way comprises three retail units, which are located at the junction of Buckminster Road and Ansty Road (B5327). The shops are located approximately 2.5km to the north west of Leicester city centre within an area mainly comprising semi-detached housing. The shops were formally designated as a local centre within the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Convenience store and memorial stone shop



Kit's Cafe



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	None	0
Comparison	1	NATIONAL OPERATORS	TOTAL:
Retail Service	0	None	0
Leisure Service	1		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	3		



USES	The former local centre boundary contains a general convenience store, a cafe and a memorial shop, which are the only respective convenience, leisure service and comparison goods units in this location. The former boundary also contains a residential dwelling, which has been converted from a retail unit. Overall, the retail units lack the diversity of uses that would normally be expected within a designated retail centre.
PEDESTRIAN FLOWS	Pedestrian activity was low when visited around 10am on Monday 18 th May 2015. The memorial shop was closed, but very few people were observed entering either the cafe or the convenience store or travelling past the shops.
ACCESSIBILITY	The shops are located adjacent to a reasonably busy road and there is good parking provision in front of the shops to capitalise on passing trade. Furthermore, the walking routes from the surrounding residential areas appeared to be reasonably good and the shops can easily be accessed on foot. Bus stops are located 50 metres to the north on Ansty Road, which are a stopping point of several regular bus services in each direction. However, the shops lack cycle parking facilities.
PERCEPTION OF SAFETY	The area around the shops generally feels safe and secure with the main threat of danger coming from the reasonably busy B road to the north. We did not observe any indications that crime may be an issue in the area and the shops also seemed to be well maintained.
ENVIRONMENTAL QUALITY	We consider the environmental quality around the shops to be of a reasonable standard. We observed very little litter and the shop frontages are of good quality. The retail units face onto a grassed area and the trees that line Ansty Road to the north. In addition, the low quality concrete bollards in front of the shops detract from their appearance.
CONCLUSION	The three units at Buckminster Road / Whitwick Way lack the services, facilities or the retail offer that would normally be expected within a neighbourhood parade. We therefore recommend that the shops remain undesignated. However, the shops are fully occupied and the area appears to be in reasonably good overall health with no major concerns.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – the units are currently fully occupied. ≠ Weakness – the limited number of units. ≠ Opportunity – to improve the environmental quality of the shop forecourt by replacing the dated concrete bollards. ≠ Threat – further residential conversions.

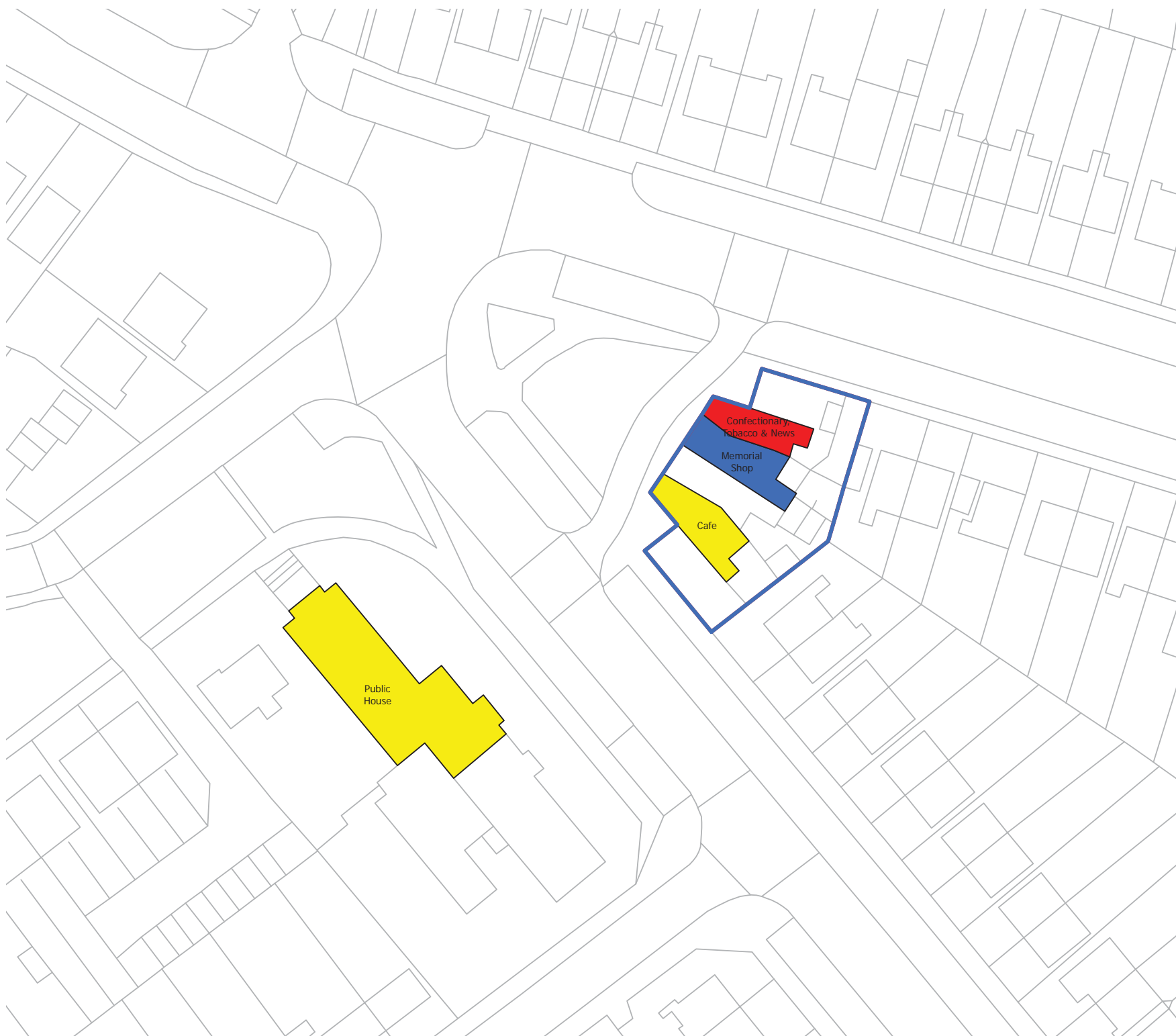


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Leicester City Council
& Blaby District Council

Ref: A088154/95

Buckminster Road /
Whitwick Way



Key

-  Former Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

May 2015

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Burnham Drive

ADDRESS (and Zone)	Burnham Drive Zone 10
DESCRIPTION	Burnham Drive has a parade of seven two-storey units located in the north of Leicester. The units appear to be performing well as there are no vacancies and the units seem to be well used. The retail frontage is set back from the Burnham Drive and has a wide paved forecourt with on-street parking to the front of the units.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Shops in northern part of Burnham Drive's parade



Shops in southern part of Burnham Drive's parade



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Leisure Service	2	None	0
Retail Service	3		
Financial & Business Service	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	7		



<p>USES</p>	<p>The units are fully occupied by a newsagent, a convenience store, two hot food takeaways a laundrette and a barber shop. Given that there are only seven retail units, it is not considered that the shops perform the role of a local centre.</p> <p>The surrounding land uses mainly comprise residential dwellings, although a large employment estate is located 200 metres to the west. The playing fields of Beaumont Leys School are also located to the south-west of the site.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows appeared to be low when visited around 11.30am on Monday 27th October 2014. This may have been due to the time of day. The fish and chip shop, Chinese takeaway and barber shop were all closed, which together with the weather (which was very windy and overcast), may have been other contributing factor to the low footfall.</p> <p>However, the shops seemed to be performing well and appeared to be in good physical condition, which may be indicative of generally good levels of footfall.</p>
<p>ACCESSIBILITY</p>	<p>Pedestrian access to the shops is good as they are within a 10 minute walk of a large number of houses and part of an employment area. The local area is generally flat, which should encourage walking and cycling. In addition, the footpaths appeared to be sufficiently wide and were generally free of obstructions, such as excessive street furniture. However, no cycle parking facilities were observed around the shops.</p> <p>There were two bus stops directly in front of the parade, one of which had a bus shelter and both had good timetable information. The 26 and 55 bus services call at the stops and provide regular services into Beaumont Leys and Leicester city centre.</p> <p>Free and unrestricted on-street car parking is provided directly in front of the units and parking does not appear to be an issue. In addition, the roads leading to the shops are of a residential nature and are generally quiet. Consequently, the shops are easy to access using a car.</p>
<p>PERCEPTION OF SAFETY</p>	<p>Views across the retail frontage are open and there is a good level of natural surveillance. This is enhanced by the shops having windows that are largely clear of signage and look directly out onto the street. The two bus stops outside the units also provide a number of on-looking waiting passengers, who provided a level of natural surveillance.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>When we visited Burnham Drive, the general area appeared to be free of litter and was clean. The shop frontages were painted white and the forecourt was open and bright. Some of the buildings would benefit from minor refurbishment, although the white frontages in general worked well to highlight the shopping area from the surrounding residential dwellings. There is a lack of green features, such as trees, hanging baskets or seasonal planted areas in front of the shops. However, the gardens from the neighbouring houses do contribute to the appearance of the shopping area in this regard. Although improvements could be made to make the general area more attractive to customers, the</p>



	environmental quality was generally acceptable.
CONCLUSION	Burnham Drive's shopping area provides for the top up shopping needs of the local community, as well as a several other services. The shops are generally in good condition and, although pedestrian activity appeared to be low at the time of the visit, there are no vacant units. There is good accessibility to the shops and the surrounding area feels safe and secure. Overall, the parade functions well. However, given the limited range of goods and services on offer and that there are only seven retail units, we do not consider the retail or service offer to be consistent with the level of provision that would normally be expected within a local centre.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – there are no vacancies. ≠ Strength – the condition of the units and the surrounding area are generally good and the area around the shops feels safe and secure. ≠ Opportunity – to make better use of the wide footway in front of the shops. Cycle parking, seasonal planted areas or some additional community facilities could be incorporated.



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Leicester City Council
& Blaby District Council

Ref: A088154/015

Burnham Drive



Key

-  Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.

North

Scale 1:500 @ A3

December 2014

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Cantrell Road

ADDRESS (and Zone)	Cantrell Road Zone 12
DESCRIPTION	Cantrell Road is located approximately 4.5km to the west of Leicester city centre. The retail area contains four units, which are separated by the Braunstone Victoria Working Men's Club. The shops were formally designated as a local centre within the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Training centres on Cantrell Road



Convenience store, day centre and working men's club



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	Two training centres, a day centre and a working men's club on the edge of the former centre boundary	3
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	0	None	0
Leisure Service	0		
Financial & Business Services	0		
Miscellaneous	3		
Vacant	0		
Total No. of Uses	3		



USES	The former local centre boundary contains a general convenience store, two training centres and a day centre. The working men's club between the two parts of the centre is classified as a leisure service provider. The wider surrounding area comprises mainly semi-detached housing. Overall, the retail units lack the diversity of uses that would normally be expected within a designated retail centre.
PEDESTRIAN FLOWS	Pedestrian activity was low when visited around 3pm on Monday 18 th May 2015, largely owing to the limited number of units in this location and because Cantrell Road is not a main pedestrian thoroughfare. The types of unit also typically generate lower numbers of people or higher pedestrian activity later at different times of the day.
ACCESSIBILITY	The shops are located within a residential area and can easily be accessed by people arriving on foot. There is also ample parking availability in front of the shops. The nearest bus stops are located approximately 250 metres to the north-east, although the bus services are somewhat limited in their regularity. However, the shops lack cycle parking facilities.
PERCEPTION OF SAFETY	The area around the shops generally feels safe and secure and we did not observe any indications that crime may be an issue in this location. The quiet residential area has a pleasant and safe character. In addition, the area in front of the shops is overlooked by housing and the retail frontage, which adds a good level of natural surveillance.
ENVIRONMENTAL QUALITY	The environmental quality of the area is reasonably good. Although there are no outstanding features, the shops frontages are reasonably well maintained. We observed only a minimal amount of litter but we also observed that the area in front of the shops currently lacks a litter bin. Incorporating some greenery into this area would also improve its overall visual appearance.
CONCLUSION	Cantrell Road has four retail units but we do not consider these to contain the day-to-day retail and service offer that would normally be expected within a neighbourhood parade. We therefore recommend that the shops remain undesignated. However, the units are fully occupied and the area appears to be in reasonably good overall health with no major concerns.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – the units are currently fully occupied. ≠ Weakness – the limited number of units. ≠ Opportunity – to incorporate some green features and a litter bin in front of the shops. ≠ Threat – residential conversions.

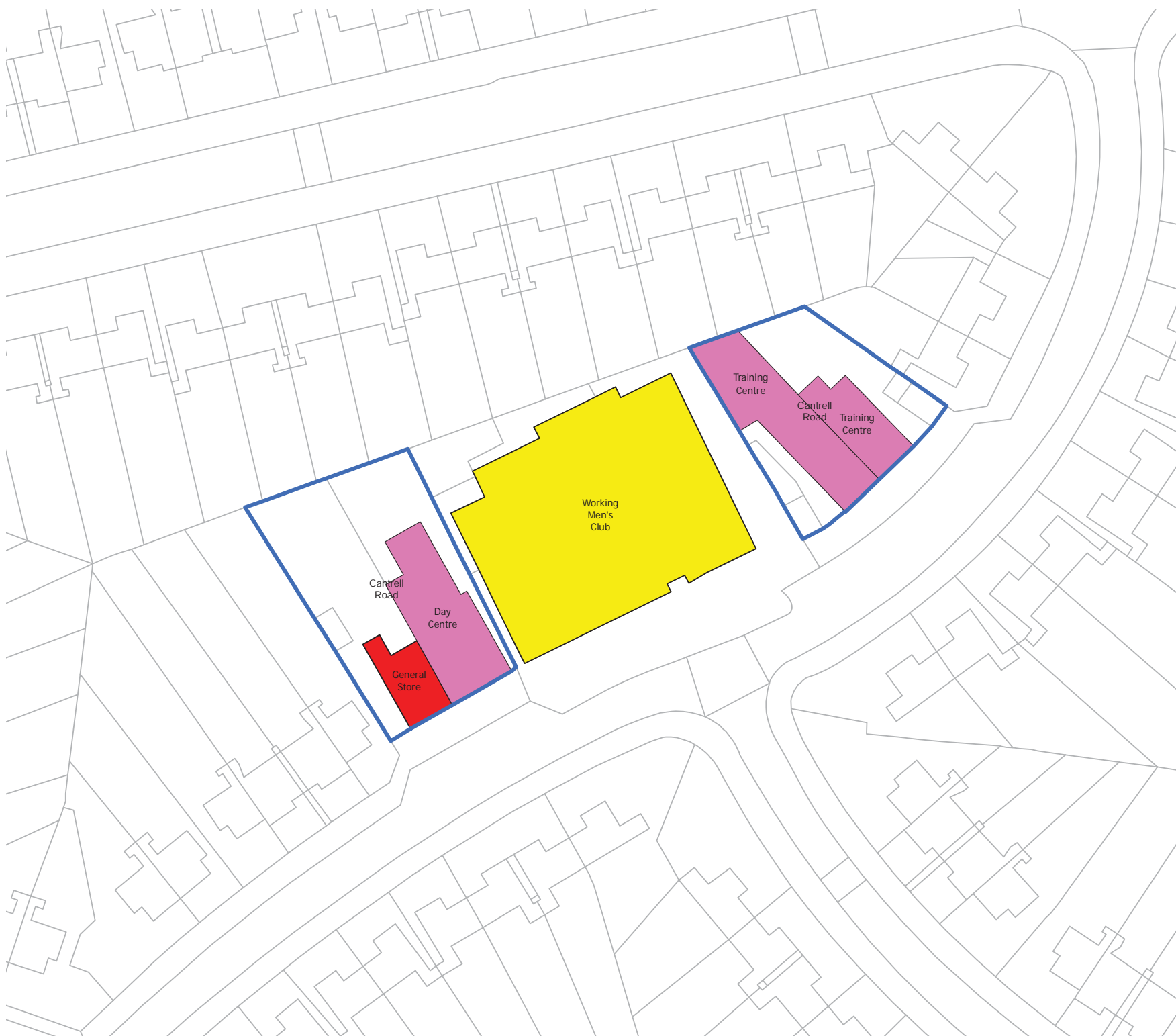


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Leicester City Council & Blaby District Council

Ref: A088154/96

Cantrell Road



Key

- Former Local Centre Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:500 © A3

May 2015

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Catherine Street / Brandon Street

ADDRESS (and Zone)	Catherine Street / Brandon Street Zone 9
DESCRIPTION	The shops at Catherine Street are located approximately 1.5km walking distance to the north-east of Leicester city centre. The retail units were previously designated as a local centre within the City of Leicester Local Plan (1994) but they are currently not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006). Catherine Street is a reasonably busy tributary road that links the wider residential area with the city centre and today, there are 13 retail units within the former local centre boundary.
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Shops at Catherine Street



Shops at Catherine Street



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	3	None	0
Comparison	1	NATIONAL OPERATORS	TOTAL:
Retail Service	4	None	0
Leisure Service	2		
Financial & Business Services	2		
Miscellaneous	0		
Vacant	1		
Total No. of Uses	13		



<p>USES</p>	<p>The former local centre boundary contains three convenience stores, which are a greengrocer and two general stores. There is one comparison goods unit, which is shoe shop, and four retail service units, three of which are hair and beauty shops and the one is a computer repair shop. The former boundary also contains two hot food takeaways, which are the only leisure service units, and an estate agent and insurance provider, which both provide financial and business services. There is one vacant unit and one of the former retail units is currently used as a packaging plant. Notwithstanding this, the number of retail units and the types of goods and services on offer are akin to the level of provision that would normally be found within a neighbourhood parade.</p> <p>The surrounding area comprises mainly dense terraced housing to the north, east and west. Opposite the shops to the south is Catherine Infant School, with a large employment area further to the south.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity was at a moderate level when visited around 9.30am on Monday 18th May 2015. Several of the hair and beauty salons were closed and the main focus of activity was around the convenience stores to the north. We expect the level of activity would increase around school drop off and pick up times, as well as on other days of the week when the hair and beauty salons are open.</p>
<p>ACCESSIBILITY</p>	<p>The shops are most easily accessed on foot, as they are within a short walk of the residential area to the north and because there are no parking spaces directly in front of the shops. There is also a controlled pedestrian crossing across Catherine Street. Parking spaces are available on the residential side streets, although these roads also have one way restrictions. Bus stops are located opposite the shops and close by to the south, which are the stopping points of regular bus services in each direction. However, the shops lack cycle parking facilities.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The shop frontages are not particularly attractive, particularly because several of the units had their shutters down on the day of our visit. This might otherwise negatively impact on the sense of safety and security around the shops. However, building frontage is very close to the road and the retail frontage is sufficient to give this area a good sense of natural surveillance. In addition, the school helps to provide a strong community presence, which also contributes to the sense of safety in this location.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Catherine Street receives fairly high levels of vehicular traffic and the shops are very close to the road. Consequently, the road impacts on the environmental quality of the area around the shops. In addition, some of the shop frontages are of lesser quality, although the general quality of the retail frontage would be expected to improve on other days of the week when more shops (and shutters) are open. Notwithstanding this, the rendering and external appearance of a number of the retail units would benefit from maintenance.</p>
<p>CONCLUSION</p>	<p>We consider the number of units and the types of goods and services on offer at Catherine Street to be similar to the level that would normally be expected within a neighbourhood parade. We therefore consider that the former local centre boundary should be re-</p>



	<p>designated as a neighbourhood parade. The parade appears to be in reasonably good health and has only one vacant unit. However, some of the units would benefit from maintenance, which would improve the overall environmental quality and sense of safety and security.</p>
KEY ISSUES/SWOT	<ul style="list-style-type: none">≠ Strength – there is a strong convenience and retail service offer and a reasonably varied diversity of uses provided by the other retail units.≠ Weakness – the vacant unit appears to have been vacant for some time.≠ Opportunity – to improve the appearance of the parade by addressing the poor rendering above some of the shops.≠ Threat – competition from other retail centres, particularly Belgrave Road.



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Leicester City Council & Blaby District Council

Ref: A088154/97

Catherine Street/
Brandon Street

Key

- Former Local Centre Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:500 @ A3

May 2015

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Catherine Street / Canon Street

ADDRESS (and Zone)	Catherine Street Zone 9
DESCRIPTION	The centre is a linear parade encompassing a small number of commercial units of varying sizes located around the junctions of Catherine Street with Canon Street and Purley Road. The units are all found on the north western side of Catherine Street which is a busy highway route into the city centre. The parade is located approximately 1.5 miles to the north east of the city centre. The larger local centre of Gipsy Lane is found 0.5 miles to the north east.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Supermarket/cash and carry retail unit on Catherine Street



Retail units at the junction of Catherine Street and Purley Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	3	None	0
Comparison	3	NATIONAL OPERATORS	TOTAL:
Leisure Service	3 (+1)	None	0
Retail Service	1		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	10 +1)		



<p>USES</p>	<p>The centre has a strong food offer relative to its size. An independent supermarket/cash and carry represents the largest unit within the centre, with another grocers also trading from the centre. Other uses present at Catherine Street include two comparison goods shops in the form of a carpet/furniture retailer and an electronics shop. Four takeaways, a newsagents and a car sales business complete the provision. On the opposite side of Catherine Street, outside of the centre's boundary, is a sizable restaurant and bar, which appeared to be closed during weekday daytime hours. A small cafe is also operating on the edge of the centre boundary. The centre does not hold any national retailers or community facilities.</p> <p>The surrounding land use is predominantly residential, with a number of neighbouring shopping parades of a similar size and function provided in the wider locality.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows were found to be moderate at the centre during the time of a visit at around 1pm on Tuesday 28th November. The environment is heavily influenced by fast passing traffic along Catherine Street, which does not allow for a particularly pleasant pedestrian experience. Pedestrian flows were observed to be focused around the movements of local residents and the use of the bus stops in the vicinity.</p>
<p>ACCESSIBILITY</p>	<p>The centre is split by two side streets which require pedestrians to take care of traffic turning off Catherine Street when walking along the length of the shopping parade. A pedestrian crossing is in place at the north western end of the parade. Pavements are generous in width and have been adequately maintained. Street lighting along Catherine Street provides adequate illumination.</p> <p>The centre's location in the heart of a predominantly residential area enables it to be within easy walking distance of a significant number of residential properties.</p> <p>Parking is limited and not ideally located. A limited number of unrestricted parking spaces are available by the side of Canon Street alongside the supermarket/cash and carry store. Further limited informal parking is available in front of the western end of the shopping parade, off the main highway. A high proportion of cars users who visit the centre choose to park on the neighbouring residential side street. No cycle parking facilities are in place.</p> <p>The number 21 bus service operates along Catherine Street providing a regular service between the city centre and Hamilton.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The centre has a general feeling of safety, principally as a result of the natural surveillance provided by passing vehicular traffic and the wide street layout which allows pedestrians open views of the surrounding area. The housing in the local area is of a good quality, proving the perception of a well kept area. Street lighting along Catherine Street provides sufficient illumination.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The environmental quality of the centre is only moderate and does not provide a</p>



	<p>particularly attractive or inviting destination for visitors. The length of the centre, elongated along a single side of Catherine Street, disrupts the shopping environment and does not encourage users to interact with the centre as a whole.</p> <p>The commercial units within the centre do not provide a united whole, being an amalgamation of units built at different periods and for different functions, ranging from smaller former residential buildings to the large single storey supermarket/cash and carry unit. This large unit in particular reflects poorly on the visual amenity of the centre, with the majority of the unit's glazed frontage screened by blinds.</p> <p>Generally the centre has a disjointed appearance which is further hampered by the noise and passing traffic associated to Catherine Street.</p>
<p>CONCLUSION</p>	<p>The Catherine Street centre functions principally as a location for top-up grocery shopping alongside a limited range of services, with the centre serving a localised catchment. The centre's relatively small number of shops and services is considered to be consistent with a small scale local centre.</p> <p>The area generally has a safe atmosphere. However, user interaction is limited by the linear layout, limited parking and overall environmental quality in place. The boundary of the centre could be extended to include a cafe and restaurant/bar positioned on the edge of the centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Strength – the centre has no vacant units, indicating it is performing sufficiently well. • Weakness – the range of uses in the centre is poor with little to offer other than a small number of shops and takeaway units. • Weakness – the environmental quality is limited by the dated commercial units, the linear form of the centre and being adjacent to a busy highway. • Opportunity – the supermarket/cash and carry occupies a large and prominent corner position which could be better utilised, including to provide higher quality car parking than currently exists.



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Leicester City Council & Blaby District Council

Ref: A088154/016

Catherine Street



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3

January 2015

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Downing Drive

ADDRESS (and Zone)	Downing Drive and Welland Vale Road Zone 8
DESCRIPTION	<p>The Downing Drive centre comprises a single curved terrace of small to medium sized shops providing a good range of top-up shopping opportunities and local services.</p> <p>The centre is located at the junction of Downing Drive and Welland Vale Road which is found approximately 3.5 miles to the east of Leicester city centre in a leafy suburban area.</p> <p>The shopping parade is set behind an access road which provides convenient parking opportunities.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Pedestrian area in front of shopping frontage



Shopping parade



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	3	Pub, Dentist (outside centre boundary)	(+2)
Comparison	2	NATIONAL OPERATORS	TOTAL:
Leisure Service	2	Co-operative Food, Post Office Santander	3
Retail Service	2		
Financial & Business Services	1		
Miscellaneous	0 (+3)		
Vacant	0		
Total No. of Uses	10 +3)		



<p>USES</p>	<p>The centre provides a number of convenience stores including a Co-operative Food store as well as other typical local services which include a chemist, an opticians, a hairdressers and two hot-food takeaways. A post office and local Santander branch complete the centre. Adjacent to the centre. A pub and dental surgery are also located adjacent to the centre.</p> <p>The local area is largely residential in nature and is characterised by semi-detached properties within generous plots. The area has a pleasant and leafy feel of a relatively prosperous suburban location.</p>
<p>PEDESTRIAN FLOWS</p>	<p>At the time of our visit to the centre at around 2.30pm on Monday 10th November, pedestrian flows were found to be steady and relatively healthy, with visitors to the centre arriving both by car and by foot.</p> <p>The principle purpose of visits appeared to be to undertake top-up convenience shopping at either the Co-operative Food store or the other convenience stores along the parade.</p> <p>The centre benefits from attracting a degree of passing trade derived from vehicular traffic along Downing Drive, this road providing access to a number of the surrounding residential streets in the area.</p>
<p>ACCESSIBILITY</p>	<p>The centre's location in the heart of a largely residential area allows the centre to be reached easily by the residents of the local area on foot. There are no considerable road safety or traffic issues which restrict pedestrian access.</p> <p>Unrestricted car parking for approximately 20 vehicles is conveniently positioned in front of the shopping parade, which appears to be sufficient to meet need. Designated cycle parking stands are provided outside the Co-operative Food store.</p> <p>The number 22 bus service is accessed from adjacent to the centre on Welland Vale Road and is available seven days a week providing a service to Rushey Mead via Evington and Leicester city centre.</p>
<p>PERCEPTION OF SAFETY</p>	<p>Perceptions of personal safety are good at the centre. The environmental quality is strong, with well maintained public space complementing the shopping terrace.</p> <p>There are no apparent signs of anti-social behaviour or heavy crime prevention measures being in place at the centre. The open aspect of the centre is beneficial to perceptions of safety.</p> <p>The variety of uses and services on offer at the centre ensure a positive level of activity throughout the day. Day time focused uses such as the Post Office, bank and opticians are complemented by the convenience stores and food takeaways which provide activity later into the evening.</p>
<p>ENVIRONMENTAL</p>	<p>The environmental quality of the centre is strong. The shopfronts are well maintained with</p>



<p>QUALITY</p>	<p>a good degree of unity provided through their design which is beneficial to the visual amenity of the terrace.</p> <p>The environment is generally clean and tidy, free from litter or evidence of vandalism. The pedestrian area directly in front of the shopping terrace is in good condition with relatively new street furniture in place.</p> <p>The leafy surroundings of the local area provide a very pleasant atmosphere which is complemented by planting and a maintained green space in front of the shopping terrace.</p>
<p>CONCLUSION</p>	<p>Downing Drive is considered to be performing well in fulfilling the role of a small scale local centre, serving the needs of residents within a localised catchment. The centre provides a healthy mix of shops and services and benefits from a small number of national retailers.</p> <p>Downing Drive principally provides a destination for top-up shopping alongside the provision of typical local services. The full occupancy rate being experienced by the centre indicates that the shops are performing well. The centre's environmental quality is good, with no evident issues for concern.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Strength – there are currently no vacant units at the centre with levels of activity considered to be healthy. • Strength – the range of shops and services provided at this small centre are good. • Threat – the centre's draw is limited to the local area. The loss of key retailers/service providers (such as the Co-operative store or the Post Office) would be detrimental to continued success.

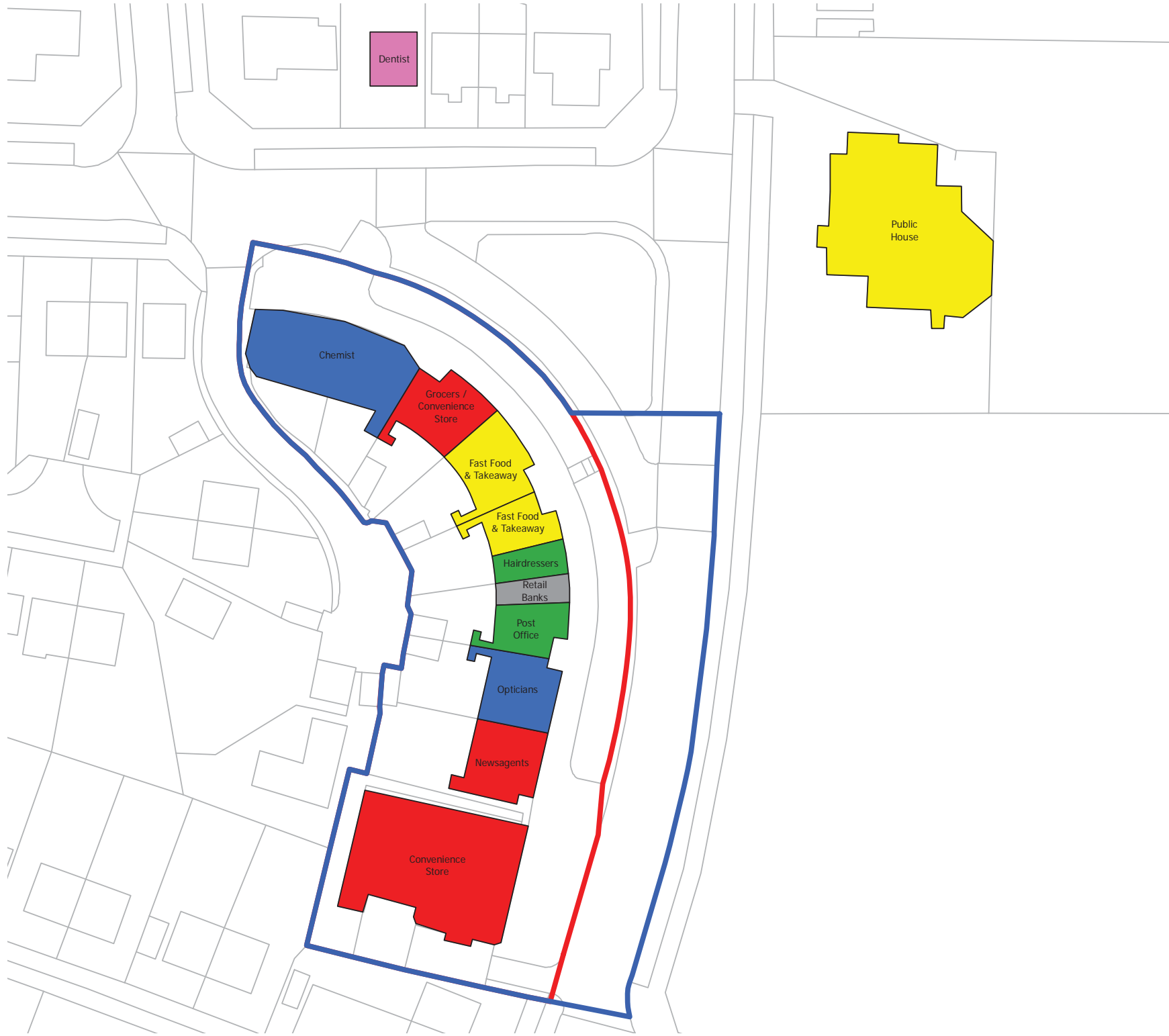


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Leicester City Council & Blaby District Council

Ref: A088154/017

Downing Drive



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

January 2015

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East Park Road North

ADDRESS (and Zone)	East Park Road Zone 7
DESCRIPTION	<p>East Park Road North is a compact centre located approximately 1.2 miles to the east of Leicester city centre. The Saint Saviours Road West local centre is located nearby, around 0.2 miles to the south east. The centre provides generally small commercial units on both sides of East Park Road. A good range of goods and services are provided, with a notably high proportion of clothing goods and leisure service businesses.</p> <p>Directly to the east of the centre are a number of industrial/manufacturing premises within ageing buildings found on the southern side of East Park Road, including the former Imperial Typewriters building. The Gurudwara Guru Tegh Bahadur Sahib place of worship and community centre is directly adjacent to the shopping area.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Shopping area



Former Imperial Typewriters Building



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	5	Temple and community centre (outside centre boundary)	(+1)
Comparison	18	NATIONAL OPERATORS	TOTAL:
Leisure Service	10	Natwest, Paddy Power	2
Retail Service	5		
Financial & Business Services	3		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	41 (+1)		



<p>USES</p>	<p>The East Park Road North local centre provides a healthy range of goods and services, with a focus towards comparison goods. Within the centre, 18 out of a total of 41 retail premises principally sell comparison goods, representing 43.9% of the retail offering, significantly above the nation average of 32.5%. Specifically, a notable number of shops sell ladies' clothing and accessories. A number of takeaway and cafe businesses are also evident. There is a small convenience offer provided by a greengrocers and three bakeries. Retail services such as an opticians, estate agents and travel agents are also available. The centre is primarily occupied by independent retailers, many of which providing goods and services aimed at the local Asian community.</p> <p>Away from the shopping area, the wider surroundings comprise a mix of residential properties and industrial/manufacturing units, notably within the former Imperial Typewriters building which overlooks the shopping parades.</p> <p>The Gurudwara Guru Tegh Bahadur Sahib place of worship and community centre provides an important focus for the local community and is found adjacent to the centre.</p>
<p>PEDESTRIAN FLOWS</p>	<p>At the time of our visit to the centre at around 11.30am on Tuesday 11th November, pedestrian flows were found to be very healthy along the shopping frontage, particularly around the southern half of the shopping area close to where Natwest is located, with the centre appearing to be a popular destination.</p> <p>The centre was observed to benefit from passing trade, with vehicles parked along the length of the shopping frontage. High levels of vehicular traffic are a feature of the wider area which influences how the centre functions.</p>
<p>ACCESSIBILITY</p>	<p>The centre is of a compact form, which helps visitors to easily access the full extent of the centre. Within the surrounding area are many residential properties which appear to provide the centre with a ready catchment.</p> <p>A pelican crossing provides a safe crossing point over East Park Road at the junction with Saint Saviours Road. Crossing East Park Road is more difficult around the junction with Nottingham Road where a crossing point is not provided and parked vehicles at the side of the road limit driver and pedestrian visibility.</p> <p>Available car parking at the centre is an issue. An ideally located and sizable car park is in place behind part of the shopping parade accessed from Nottingham Road. Despite signposting in the area directing visitors towards this car park, at the time of our site visit this facility was found to be closed with gates preventing entry. Signs at the car park indicated that the facility is for users of the Gurudwara Guru Tegh Bahadur Sahib centre only.</p>



	<p>Parking opportunities are largely limited to bays alongside the western side of East Park Road as well as sporadic on street parking on the surrounding side streets. This under-provision causes common illegal parking and exacerbates congestion and traffic problems in the area.</p> <p>Regular bus services through the local area and between Leicester city centre and Beaumont Leys are available from the centre.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The busy and vibrant environment at the centre allows for a strong sense of personal safety, even away from the shopping environment on the side streets which surround the centre. A variety of uses ensure that activity continues into the evening and beyond daytime hours, principally through the multiple takeaways and cafes in place.</p> <p>Road safety concerns exists in crossing the highway in certain locations due to parked cars on both sides of the street and congestion limiting driver and pedestrian visibility.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Shop units at the centre are generally well maintained. There were no vacant units at the time of our visit, which gives the impression of a healthy centre. A number of shopfronts appeared to be recently installed, or were in the process of being installed, which is serving to modernise the appearance of the shopping environment in some areas. The former Imperial Typewriters Building which is adjacent to the local centre boundary has number of business units/showrooms at ground floor level which are open to the public. This building does not provide an attractive retail frontage and detracts from the shopping environment.</p> <p>The centre overall appears clean and free from litter or evidence of anti-social behaviour, with pavements and street furniture across the area generally in a fair condition.</p>
<p>CONCLUSION</p>	<p>East Park Road has a strong range of services and facilities which provide for a healthy and generally well maintained centre. The centre has a notable function as a comparison goods shopping location, specifically relating to ladies fashion. This is provided alongside a typical range of services as expected within a local centre, including takeaways, cafes, bakeries and a retail bank.</p> <p>Congestion and parking issues are apparent at the centre, with the car park in place not being used to its full potential through restrictions in place on users and opening hours.</p> <p>The centre appears to be performing well, shown by a lack of any vacant units and evidence of a number of units changing hands with new businesses opening since completion of the last retail study. It is considered that the centre is successfully performing the role of a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Strength – there are currently no vacant units at the centre with levels of activity considered to be healthy. • Weakness – congestion and parking issues occur at the centre, with a shortage of available parking opportunities.



- | | |
|--|--|
| | <ul style="list-style-type: none">• Opportunity – the existing car park accessed from Nottingham Road is restricted to users of the Gurudwara Guru Tegh Bahadur Sahib centre and is not open at all times. The greater use of this facility would be beneficial. |
|--|--|

East Park Road (South)

ADDRESS (and Zone)	East Park Road Zone 7
DESCRIPTION	East Park Road (South) comprises a row of 11 small shops of a local nature, which are all located on the western side of the road. The shops are situated within a dense terraced residential area to the east of inner city Leicester.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Extended footway on East Park Road



View of southern part of East Park Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	3	Dr Surgery on edge of designated boundary	(+1)
Comparison	3	NATIONAL OPERATORS	TOTAL:
Retail Service	2	None	0
Leisure Service	1		
Financial & Business Services	1		
Miscellaneous	0 (+1)		
Vacant	1		
Total No. of Uses	11 (+1)		

USES	East Park Road has a relatively strong convenience goods offer, comprising two general convenience stores and a delicatessen. The comparison goods sector is also well represented with a further three stores, which include a chemist, a phone accessory shop and a bathroom and lighting shop.
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	<p>Both retail service units are occupied by operators offering health and beauty services. The only leisure service unit is a hot food takeaway.</p> <p>There is one financial and business service unit, which is an accountant. There is a single vacant unit, which is located at the far north of the row of shops. On the opposite side of East Park Road, facing the shops, is a doctor's surgery, which is not included within East Park Road's designated boundary.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows were quite low when visited around 3.30pm on Thursday 27th November 2014. The few people there were observed during the site inspection were mainly seen entering the shops between Moins Chemist and Habib and Sons Supermarket. The lowest pedestrian flows were observed in the far north and far south of the row of shops.</p>
<p>ACCESSIBILITY</p>	<p>The shops are located in an area of dense terraced and semi-detached housing. Consequently, the shops are within easy walking distance of a large number of people. The footway in front of the shops is wide and easy to walk around. However, East Park Road has no formal crossing facilities to assist people accessing the shops from the housing to the east, although the footway is extended to the edge of the parking bays to reduce the distance people have to cross the road. Notwithstanding this, East Park Road is a fairly busy road and crossing it could be an issue for some people.</p> <p>The shops are easily accessed by car and there are numerous free and unrestricted parking spaces in front of the shops. These are shared with the neighbouring housing but parking availability does not seem to be an issue.</p> <p>No cycle parking or other cycle facilities were observed during the site inspection. However, there are bus stands on either side of East Park Road adjacent to the shops. The bus stands do not have shelters, but they are served by the 54 and 54A bus services, which operate every 10 to 20 minutes in each direction.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The area around the shops is well overlooked by the retail units themselves and the houses on the opposite side of the road. The footway is open with clear visibility across the retail frontage. In addition, there are no dark and dangerous areas around the shops. The shop frontages are also all in generally good condition, which all helps to create a good perception of safety.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>East Park Road has a reasonable environmental quality. There are no trees or planted areas around the retail frontage. In addition, the road is fairly busy, which produces some noise and pollution. However, most of the shop frontages are of good quality. In addition, the street furniture is of good quality and does not clutter the area in front of the shops. Furthermore, very little litter was observed around the shops during the site inspection.</p>
<p>CONCLUSION</p>	<p>East Park Road (south) comprises a row of 11 retail units serving the surrounding dense terraced housing within an inner city area of south-east Leicester. There is a strong convenience offer and only one vacant unit. The shops also have reasonably good vehicular and pedestrian accessibility. East Park Road appears to be healthy in all other respects.</p>



	However, we do not consider its offer to be consistent with the level of provision that would normally be found within a local centre.
KEY ISSUES/SWOT	<ul style="list-style-type: none">≠ Strength – good perception of safety and the shop frontages are mainly all of good quality.≠ Weakness – difficult to cross East Park Road from the houses to the east.≠ Weakness – lack of cycle parking facilities.≠ Opportunity – adding trees or planted areas around the retail frontage may reduce the impact of the road.≠ Threat – due to the small size of the parade, one or more units becoming vacant would have a impact on the parade's functionality.



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Leicester City Council & Blaby District Council

Ref: A088154/019

East Park Road (South)



Key

-  Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3

January 2015

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH

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Eastwood Road

ADDRESS (and Zone)	Eastwood Road Zone 11
DESCRIPTION	Eastwood Road is a fairly quiet residential street located off the Soar Valley Way (A563) and approximately 4.5km driving distance to the south of Leicester city centre. The retail units were formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Shops at Eastwood Road



View looking south-eastwards along Eastwood Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	2	Simply Fresh	1
Leisure Service	0		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	3		



USES	Eastwood Road contains three retail units. A tanning studio and a hairdresser provide two retail service units, whilst the larger Simply Fresh general store provides the only convenience unit. The surrounding area comprises mainly large semi-detached housing. The retail units lack the diversity of uses that would normally be expected within a neighbourhood parade.
PEDESTRIAN FLOWS	Pedestrian activity was low when visited around 9am on Tuesday 19 th May 2015. This is to be expected given the limited number of units and the quiet surrounding residential area. Occasional shoppers were observed arriving on foot and by car, most commonly to visit the convenience store.
ACCESSIBILITY	The shops are most easily accessed by car as there is a large parking bay directly in front of the retail units with ample alternative parking availability close by. Although the shops are accessible by foot, the position of the shops within a low density residential area and the configuration of the streets mean that only a limited number of households are within walking distance of the shops. The nearest bus stops are located 80 metres walking distance to the west on Aylestone Dive. However, the shops lack cycle parking facilities.
PERCEPTION OF SAFETY	Eastwood Road is a quiet residential area, which feels safe and secure. The good environmental quality has associated benefits in giving the area a pleasant character. In addition, the shop frontage is overlooked by the surrounding houses and a CCTV camera, which provide a strong sense of surveillance.
ENVIRONMENTAL QUALITY	The shop frontages and the area in front of the shops both appear to be of very good quality. There are two litter bins and we did not observe any litter during our visit. A small amount of graffiti was seen on the shutter of one of the retail units, but this seemed to be a minor and isolated incident.
CONCLUSION	The three units at Eastwood Road lack the services, facilities or the retail offer that would normally be expected within a neighbourhood parade. We therefore recommend that the shops remain undesignated. However, the shops are fully occupied and the area appears to be in reasonably good overall health with no major concerns.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – the units are fully occupied. ≠ Weakness – the location of the shops attracts higher numbers of customers arriving by car. ≠ Opportunity – to install cycle parking facilities in front of the shops. ≠ Threat – residential conversions.












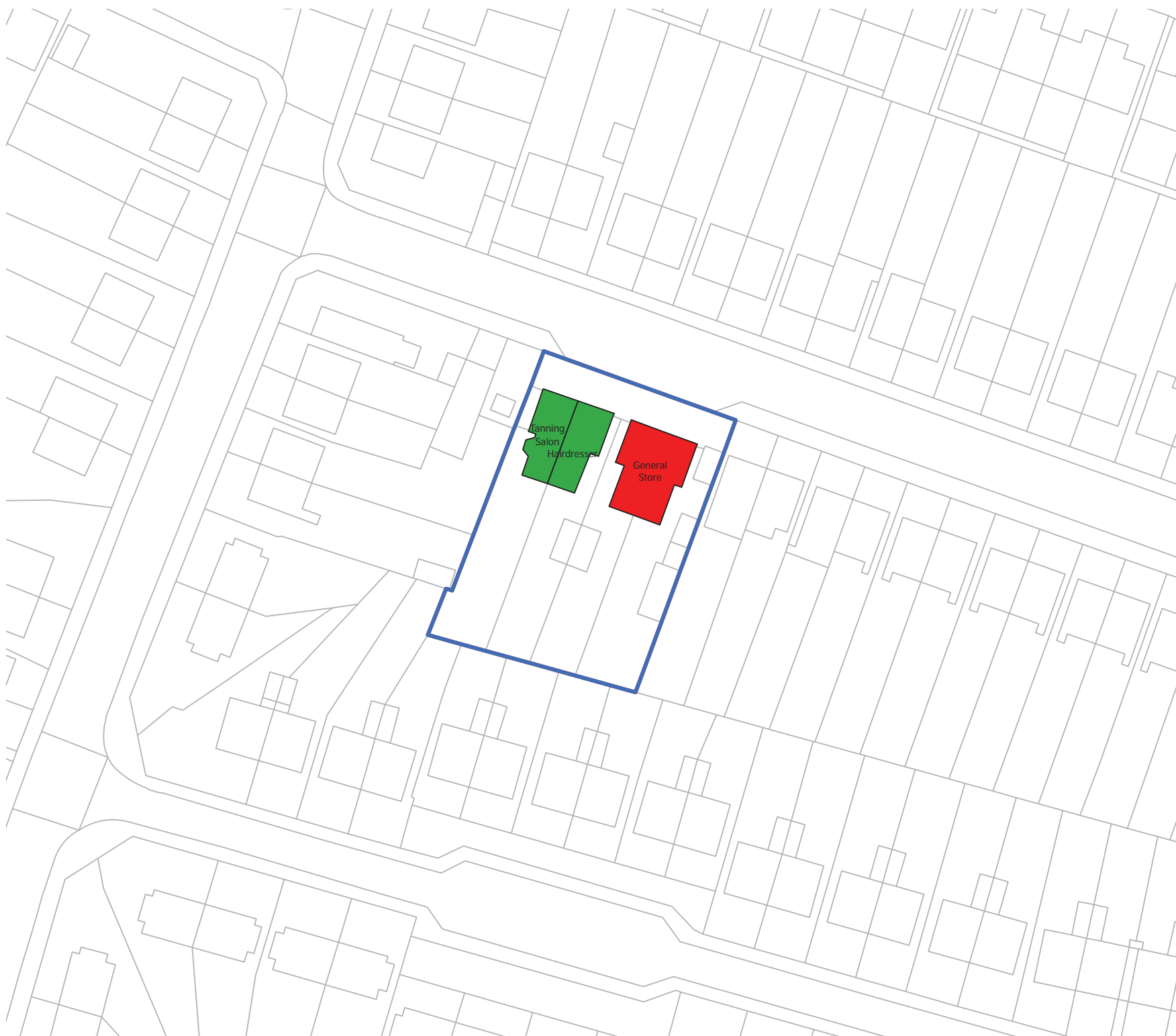
Leicester City Council
& Blaby District Council

Ref: A088154/98

Eastwood Road

Key

-  Former Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

May 2015

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Egginton Street

ADDRESS (and Zone)	Egginton Street Zone 7
DESCRIPTION	Egginton Street's commercial centre is located within an area of dense terraced housing in the south-eastern part of inner city Leicester. The street is on a steep gradient rising from north to south and has shops on either side of the road. The retail units, which are all generally small format and perform a local function, also extend onto the northern side of St Peter's Road.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

View looking north down Egginton Street



View looking south up Egginton Street



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	5 (+1)	None, but Doctor's Surgery on St Peter's Road edge of centre boundary	0 (+1)
Comparison	6 (+1)	NATIONAL OPERATORS	TOTAL:
Retail Service	4 (+1)	None	0
Leisure Service	2 (+1)		
Financial & Business Services	2		
Miscellaneous	0 (+1)		
Vacant	1		
Total No. of Uses	20 (+5)		

USES	The centre has a particularly strong convenience offer, as a quarter of the total number of 20 retail units fall within this sector. These include two general convenience stores, a greengrocer, butcher and a fishmonger. There is also a healthy number of comparison retailers with six units, four of which are clothes shops (mainly selling specialist Asian
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	<p>clothing) and the other two are a jewellery shop and a pharmacy.</p> <p>The retail service offer is also very well represented with four units, three of which are hairdressers / beauty salons and the fourth is a photo processing shop. The leisure service offer, however, is quite underrepresented with only a hot food takeaway and a betting shop. Similarly, there are only two financial and business service units, which are both estate agents.</p> <p>The centre has one vacant unit and there are also two houses within the commercial centre boundary. There are also a number of additional commercial units on the edge of the Egginton Street's defined centre boundary, which relate very closely to the centre. These include a travel agent, doctor's surgery, hot foot takeaway, butcher and another clothes shop.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows around the shops were at a healthy level when visited around 3.30pm on Thursday 27th November 2014. Several of the shops were closed, but most of those that were open seemed to be receiving a steady flow of customers. The highest pedestrian flows were observed towards the very south of Egginton Street. The lowest flows were seen to the south around the shops on St Peter's Road.</p>
<p>ACCESSIBILITY</p>	<p>Egginton Street is located within a dense residential area and is within easy walking distance of a large number of people. The shopping area, however, is on a steeply graded road, which may be an issue for the less mobile members of the community. Notwithstanding this, the footways were all sufficiently wide and clear of obstruction. In addition, Egginton Street has only occasional vehicles travelling through it, which makes it easy for pedestrians to walk around. St Peter's Road also has traffic light controlled crossings on either side of its junction with Egginton Street, which provide easy access to the shops from the houses to the south of the commercial area.</p> <p>Vehicle accessibility is restricted by the one way system on Egginton Street. However, there is ample free on street parking on the many side roads leading off Egginton Street, which makes the shops easy to access using a car.</p> <p>Although Egginton Street does not have a bus stop, bus services can be caught close by on East Park Road (54, 54A) and on St Peter's Road (16). However, no cycle parking or any other cycle facilities were observed within the commercial centre during the site inspection.</p>
<p>PERCEPTION OF SAFETY</p>	<p>Egginton Street has a distinctly residential / community feel. The buildings on both sides of the street are terraced and are located very close to the road. These have plenty of windows that overlook the shopping area. As already discussed, the centre appears to benefit from high pedestrian flows. In addition, several of the shops have stands in the street that add vibrancy and help to maintain a constant presence within the street. There were very few indications of crime and the security features that were used on the shop frontages were respectful of the streetscene. These factors all contribute towards</p>



	<p>maintaining a strong sense of natural surveillance and help to create a good perception of safety.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The environmental quality around the shops on Egginton Street is particularly good. The street is very quiet, which helps to create a pleasant shopping environment. In addition, the shop frontages are mainly all of a good quality and the terraced buildings along the street add character of the streetscene. Egginton Street also has a number of well designed planted areas, one of which is in a chicane within the road at the start of the one way system. There is also an attractive paved area with trees and a community art feature at the far south of Egginton Street.</p> <p>The quality of the street furniture is good throughout the shopping area and it does not clutter the footways. In addition, the area in front of the shops was very clean. Indeed, a worker from one shop was observed sweeping the footway during the site inspection.</p>
<p>CONCLUSION</p>	<p>Egginton Street's commercial centre is located within a dense residential area within the south-eastern part of inner city Leicester. Within the 20 retail units, there is a particularly strong convenience offer and several shops that specialise in Asian clothing. There are also five commercial units on the edge of the defined centre boundary that relate very closely to the Egginton Street's shopping area, including a medical centre, which contribute to the centre's offer.</p> <p>The existing retail area, however, is in extremely good health. Pedestrian flows are generally high. Accessibility to the centre is reasonably good and the perception of safety and environmental quality are both excellent. In summary, Egginton Road's commercial centre is performing well as a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – excellent environmental quality and perception of safety. ≠ Strength – good pedestrian accessibility. ≠ Strength – good range of shops, particularly convenience stores. ≠ Weakness – lower pedestrian flows around the far south of the centre on St Peter's Road. ≠ Weakness – the steep gradient on Egginton Street. ≠ Opportunity – to extend the commercial centre boundary to include the adjacent commercial units on the southern side of St Peter's Road and to the north of Egginton Street. ≠ Threat – of retail units within and around the shopping area converting to residential uses.



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Leicester City Council & Blaby District Council

Ref: A088154/020

Egginton Street



Key

-  Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3

January 2015

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Evington Road

ADDRESS (and Zone)	Evington Road Zone 7
DESCRIPTION	<p>Evington Road district centre is located just under a mile by road to the south-east of Leicester city centre. The centre is surrounded by dense terraced housing in all directions. However, Victoria Park is located approximately 400 metres walking distance to the south-west and an employment estate is located approximately 500 metres walking distance to the north-east on Evington Valley Road.</p> <p>The retail units face onto both sides of a 480 metre stretch of Evington Road. Accordingly, the centre is in linear shape. The buildings along the retail frontage are mainly two storeys high with ground floor retail and first floor residential streets. Their quality varies across the retail frontage and the retail units are predominantly smaller format independent operators offering a relatively wide variety of goods and services. However, there are several national operators within the shopping area, including two banks.</p> <p>Evington Road's retail frontage is interrupted at regular intervals by the numerous side roads that lead into the surrounding terraced residential areas. The side roads also accommodate the majority of the centre's parking requirements. However, a small amount of off street parking that is provided on Evington Place.</p> <p>Evington Road can become quite congested during busy periods of the day, as the road connects the city centre to Evington village, which is located just over a mile to the east. The topography within the shopping area has a gentle inline rising from the east. Although Evington Road has one lane in each direction, the highway width is still fairly wide as the footways front of the shops are extended and in some places incorporate parking bays on the northern side of the road.</p> <p>The local community has a large ethnic composition, which is reflected in the types of shop that are present within the centre. For example, there are a number of middle eastern restaurants and takeaways, halal butchers, as well as several milkshake and shisha cafes. In addition, there are no public houses within the commercial centre boundary.</p>
CURRENT STATUS	District Centre

PHOTOGRAPHS:

View of the eastern part of Evington Road



View of the western part of Evington Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	18 (+1)	Leicester Open & Distance Learning Centre, Evington Medical Centre, Place of Worship, Dentist	4
Comparison	20	NATIONAL OPERATORS	TOTAL:
Leisure Service	25	Subway, Lloyds Bank, Natwest, Mind Charity Shop, Post Office, Lonsis, Co-operative Food, Santander, Paddy Power, William Hill, Stan James.	11
Retail Service	15 (+1)		
Financial & Business Service	10		
Miscellaneous	4		
Vacant	3 (+1)		
Total No. of Uses	95		

USES	<p>Evington Road's retail centre contains 95 commercial units, 11 of which are national operators. The national operators are concentrated towards the western side of the centre around Evington Road's junction with Beckingham Road.</p> <p>Evington Road has an extremely high proportion of convenience goods. Indeed, there are 18 convenience shops, which account for 18.9% of the total number of units. This is more than double the national average of 8.4%. As well as having a large number of convenience units, Evington Road also accommodates a wide variety of convenience goods operators. Within the convenience offer, there are seven general convenience stores, a larger Co-operative Food store, three butchers, an off licence, grocer, delicatessen, cake shop, shoe repair shop and two confectionary stores.</p>
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The centre has 20 comparison shops. Although this is still a significant portion of the total number of shops, it only accounts for 21.1% of the total number of units, which is significantly below the national average of 32.5%. However, a similar situation to the convenience sector exists, as there is a considerable variety of comparison goods on offer. However, the comparison goods operators tend to meet the day to day needs of the local community. Of the comparison operators, there are three pharmacies, three telephone shops, three shops selling DIY products or fitted furniture, two charity shops, two gift shops, two electrical good suppliers, a car spares shop, a florist, haberdasher and a stationer.

The leisure service sector has a particularly strong representation within the centre. Indeed, there are 25 units within this sector, which equates to 26.3% of the total number of units. This is slightly above the national average of 22.4%. Evington Road is known for its restaurants and takeaways, which account for 15 of the 25 units. However, the shopping area also contains six cafes, three betting shops, an ice-cream parlour and a social club. It was noted from our visit that the leisure service uses are more concentrated around the eastern end of the centre.

There are 15 retail service units within the centre. The national average for this sector is 14.1% of the total number of units. Evington Road's commercial centre has a slightly higher than average proportion, with 15.8% its units being within this sector. The retail service units are distributed fairly evenly throughout the centre, but they mainly comprise smaller format stores. Seven of the units are within the health and beauty sub-category. However, there are also two travel agents, two opticians, a launderette, dry cleaner, vehicle hire company and a Post Office.

Evington Road's financial and business service units are most concentrated in the western part of the shopping area. Included within the financial and business service offer are three banks, five estate agents and two solicitors, which comprise 10.5% of the total number of units. This is comparable with the national average of 10.9%.

The vacancy level within the district centre is reasonably low. The national average vacancy rate is 11.4% of the total number of units. However, Evington Road has only three empty units, which equates to a vacancy rate of 3.2%. These units are all smaller format retail spaces, although one of the units is located in a particularly visible location on the corner of East Park Road.

PEDESTRIAN FLOWS

Pedestrian activity was generally high within the district centre when visited around 9am on Wednesday 26th November 2014. The highest level of activity was observed on the northern side of Evington Road between East Park Road and the Co-op food store. A number of people were also observed waiting at the bus stops on either side of Evington



	<p>Road between its junctions with East Park Road and Beckingham Road.</p> <p>Pedestrian flows were considerably lower around the eastern part of the centre, which appears to be a more peripheral part of the shopping area. This is the location of a concentration of restaurants and takeaways, many of which were closed at the time of our visit. It can therefore be expected that pedestrian activity would increase in this part of the centre at different periods of the day.</p> <p>It was noted that Evington Road acts as a main pedestrian thoroughfare between the residential areas to the east and west of the district centre. Indeed, many of the people who were observed walking through the centre did not visit any of the shops. Being a pedestrian thoroughfare is an advantage, as it gives the centre a vibrant atmosphere and has a positive effect on the retail potential of the shops. It also helps to maintain a good level of surveillance within the street.</p>
ACCESSIBILITY	<p>Evington Road does not have a railway station. However, the centre is still an important public transport node with many buses services operating through the shopping area, providing access to destinations including Leicester city centre, Leicester railway station, Beaumont Leys and many of the surrounding communities. The shopping area is therefore an important transport node for the surrounding residential areas and the bus services draws people into the commercial area.</p> <p>Due to the length of the retail frontage, there are several bus stops within the shopping area and several stops are also located on the adjacent side roads. The locations of the bus stops are well positioned to allow people visiting the centre from further afield to easily access the different parts of the shopping area.</p> <p>Towards the west of the centre, there are bus stops on either side of Evington Road between its junctions with St Stephen's Road and Evington Place. These are served by the 22A, 22A, 22B, 54, 54A and 81 bus services. The westbound side has a shelter and good timetable information but the eastbound side has a stand only.</p> <p>Further east, there is an additional bus shelter on the westbound side of the road close to Evington Road's junction with Chepstow Road. There are also bus stops close to Evington Road's junction with Conway Road. In this location, the westbound stop has a shelter but the eastbound bus side of the road only has a stand. These are served by the 22A, 22A, 22B and 81 bus services. The 54 and 54A bus services deviate northwards along East Park Road.</p> <p>Generally, the condition of the bus facilities and the level of service provision appeared to be reasonably good. Many people were observed to be using the public transport facilities during our visit of the centre, particularly in the western part of the shopping area. Given</p>



the time of the site visit, it is likely that a large proportion of these people were travelling to the city centre for work or shopping purposes.

Although Evington Road is on a slight incline, the district centre is relatively accessible on foot. There are footpaths on both sides of the road throughout the shopping area. These all appeared to be sufficiently wide to enable people to move between the shops with ease. The footways materials are largely a brick paved surface, which helps to delineate the shopping area from the surrounding housing. The footways were generally clear of obstructions or clutter, such as excessive or badly positioned street furniture.

Evington Road has many adjoining side roads that lead to the surrounding terraced residential street. However, the wide footways along Evington Road create good visibility at the junctions and people can cross the side roads safely and easily. As a consequence, the side roads do not pose a significant barrier to pedestrian movements. However, there are several busier roads that adjoin Evington Road, including East Park Road (B4616) and Beckingham Road. Where these roads are encountered, there are controlled pedestrian crossings on each arm of the junction. There are also four well positioned controlled crossings, which are located at regular intervals within Evington Road. A pedestrian refuge is also provided in the far eastern part of the shopping area, close to Evington Road's junction with Halsbury Street. There is therefore excellent provision for pedestrians wishing to cross between the shops on either side of Evington Road.

The wide footways on Evington Road reduce the carriageway width of the road. This helps to create a more pedestrian friendly environment by reducing the distance that pedestrians have to cross the road, whilst also helping to reduce vehicle speeds within the shopping area.

One area of concern that was noted is the provision of seating within and around the shopping area. Other than the seating within bus shelters and a bench in front of the Co-op, there is a lack of benches around the shops. Additional seating may be beneficial to the elderly or less mobile, who may need to rest when visiting the centre.

There is only very limited provision for cyclists within Evington Road's shopping area. Evington Road and the side streets do not have a cycle lanes. In addition, very few cycle parking facilities were observed during our visit. The only cycle parking spaces that were noted were in front of the Co-op food store, which is located in the centre of the shopping area. However, the three cycle hoops that are provided have capacity for six parked bicycles. In addition, they are located in a highly prominent position on the footway in front of the shop entrance. As discussed, this area is also the busiest part of centre and any parked bicycles would therefore benefit from a high level of natural surveillance. Notwithstanding this, none of the cycle hoops were in use during our visit. However, this



	<p>may have been due to the cycling conditions on the day, as the weather conditions were cold and rainy, which is not conducive to cycling.</p> <p>Vehicular accessibility to the centre is reasonably good. Evington Road can become congested during busier periods of the day. However, the traffic was observed to be free flowing during the centre's inspection, shortly after the morning rush hour. In addition, there is good highway connectivity between the centre and the surrounding areas and it appears that the centre can normally be accessed by car with ease.</p> <p>The centre does not have a designated customer car park. However, there are several free parking bays on the north side of Evington Road towards the eastern part of the centre. These have a 1 hour limited waiting restriction, which enables a high turnover of parked cars within the shopping area whilst allowing sufficient time for people to visit the shops. There is also a small amount of limited wait parking within the eastern part of the centre, adjacent to the Londis convenience store on Evington Place.</p> <p>People wishing to use the shops for longer periods of time are able to do so by parking on one of the many adjoining side streets. The majority of these do not have any parking restrictions and are within a short walk of the shops. However, these spaces are shared with the surrounding houses and spaces seem to be in high demand. However, the parking arrangements within the centre generally work well to service the shops and allow people to park close to their chosen shopping destination.</p>
<p>PERCEPTION OF SAFETY</p>	<p>We noted very few incidences of vandalism or graffiti during our visit, which can often impact on people's sense of safety and security. Although some of the shops had their shutters down, the centre maintains a good level of surveillance throughout.</p> <p>There are only three vacant units and the wider retail frontage appears to be in reasonably good condition. The buildings along the High Street are two storeys high and have plenty of windows. In addition, Evington Road has good pedestrian flows, which collectively helps to create a good overall sense of natural surveillance within and around the shopping area.</p> <p>The area with the best sense of safety and security is on the northern side of Evington Road, close to the Co-op. This is mainly because this area is the busiest part of the shopping area. However, the rest of the shopping area also generally feels safe and secure.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The busy road that runs through the shopping area centre has a negative impact on its environmental quality. There is a steady flow of traffic and buses throughout the day, which are noisy and reduce the air quality around the shops. However, the centre has fairly good environmental quality in many other regards.</p> <p>The wide footways are constructed of brick paving, which adds to the visual quality of the shopping area. Throughout the centre, good quality street furniture has been used. For</p>



example, to prevent cars from parking on the footways and to act as a deterrent from ram raiding, bollards have been installed on the edge of the footway on both sides of the road along the duration of the retail frontage. However, steel bollards have been chosen, rather than the less attractive concrete style. These are painted in a uniform black with gold embossing. This style matches the litter bins that are located throughout the centre. The quantity and locations of street furniture are such that the highway and footpaths do not appear cluttered.

The quality of the shop frontages is generally of a reasonable standard. There are very few examples of notably good quality building facades, although that of the Santander bank is considered to contribute positively to the general street-scene. However, there are very few particularly poor examples of building facades, although the frontages of some units could be better maintained, particularly at a first floor level.

The centre appeared to be almost completely devoid of litter. Indeed, a street cleaner was seen at work during our visit to the centre, which would appear to be effective.

The security features employed by the majority of the shops were modest and were respectful of the shopping environment. However, there is an almost complete lack of green features, such as seasonal planted areas, trees or hanging baskets, within the shopping area. If these were installed, they may go some way to reducing the impact of the road and improving the visual appearance of the shopping area. Notwithstanding this, Evington Road's commercial centre has reasonably good overall environmental quality.

CONCLUSION

Evington Road district centre is located within an inner-city area of Leicester, 1 mile to the south-west of the city centre. The centre is surrounded by dense terraced housing with a high ethnic composition. The shopping area has a linear shape and contains 95 retail units, including 11 national operators. The centre's vacancy rate is very low.

The centre has an extremely high proportion of convenience uses and the level of leisure service, retail service and financial and business service provision is consistent with the national average. Although the number of comparison units is below the national average, there is wide variety of goods and services on offer within each sector. The centre also has extremely low levels of vacancy.

Pedestrian activity is generally quite high throughout the shopping area and is highest within the western part of the centre, where most of the national operators are found. The eastern part of the centre is more peripheral.

Evington Road generally has good all-round accessibility. There is an excellent bus service and stops are provided throughout the shopping area, allowing people to alight close to their chosen shopping destination. The centre also has excellent pedestrian accessibility



	<p>and is within walking distance of a large number of people. The shopping area is also accessible by foot. Outside of rush hours, the centre has good vehicular accessibility, as Evington Road has good connectivity to the surrounding areas and the level of parking is also provision is good. However, the provision for cyclists could be improved.</p> <p>The sense of safety and security within the centre is good. There are very few indications of crime or vandalism and the area generally feels safe throughout.</p> <p>The centre's environment is of mixed quality. The busy road has a large impact on the shopping environment. There are also very few planted areas, trees or other greenery within the centre. However, the retail frontage has a reasonable visual appearance throughout and the street furniture within the centre is excellent.</p> <p>Given the number of units and the range of goods and services on offer in relation to the level of provision in the surrounding area, we consider that Evington Road continues to function as a district centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – the strong convenience offer, both in terms of supermarket provision and independent specialist food retailers. ≠ Strength – good accessibility from most modes of transport. ≠ Strength – low level of vacancy and good sense of safety and security throughout the shopping area. ≠ Weakness – extremely limited provision for cyclists. ≠ Opportunity – to add more seating around the shops. This would improve the experience of visiting the centre for less mobile people. ≠ Opportunity – to add seasonal planted areas, trees or other green features. This would improve the visual appearance of the street-scene and reduce the impact of traffic. ≠ Threat – the centre has a high proportion of smaller independent operators. These generally have less resilience to an economic downturn.

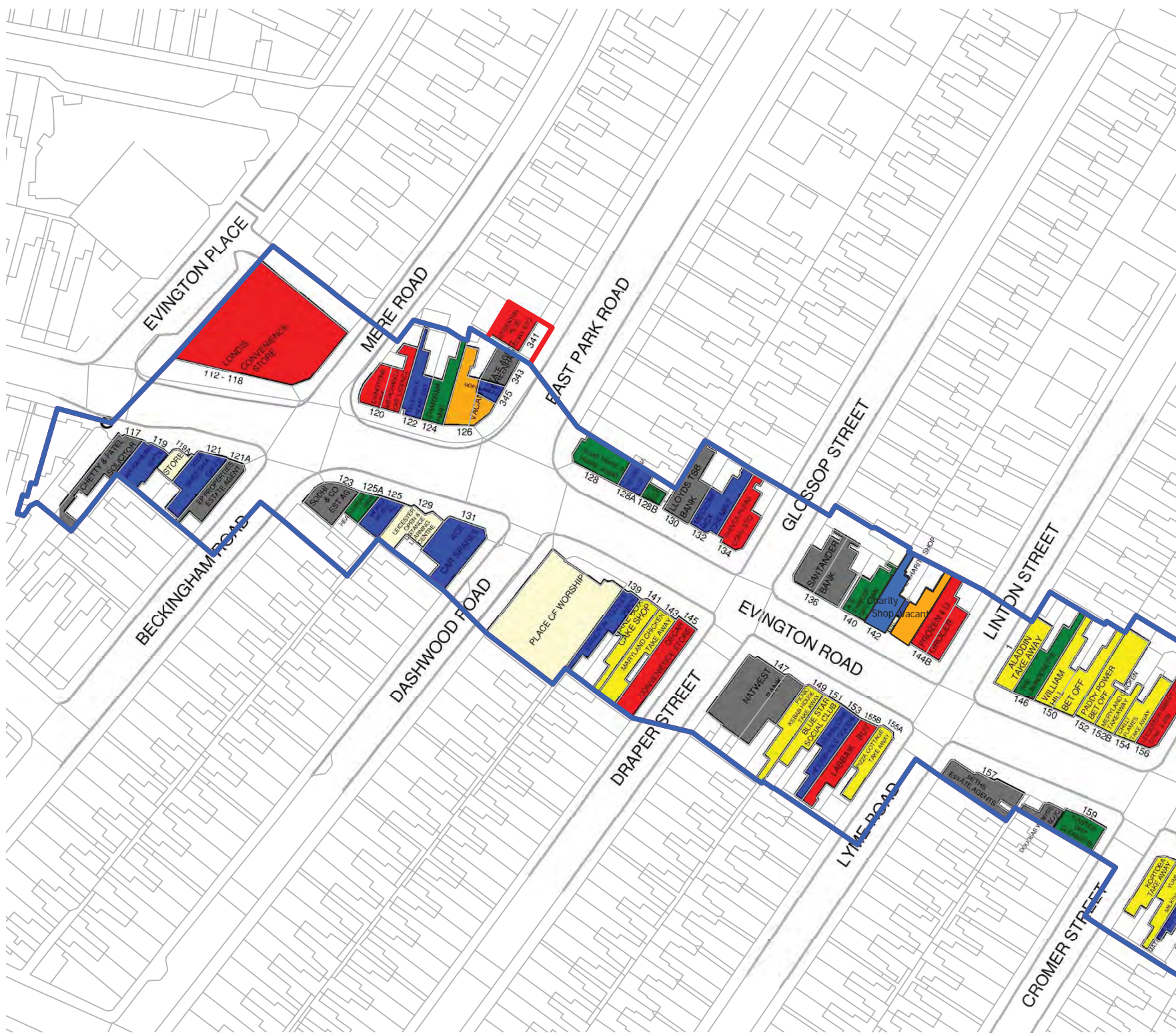


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Leicester City Council & Blaby District Council

Ref: A088154/021.1

Evington Road (West)



Key

-  District Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

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Leicester City Council & Blaby District Council

Ref: A088154/021.2

Evington Road (East)

Key

-  District Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

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Evington Village

ADDRESS (and Zone)	Main Street Zone 8
DESCRIPTION	<p>Evington Village is a relatively large local centre formed around a traditional village setting. Shops are principally provided in two parades on opposite sides of Main Street. On the edges of the centre are complementary community facilities such as parks, a library and a chapel. The village centre forms part of the wider Evington Village Conservation Area.</p> <p>The village forms a focus for the surrounding largely residential area, and is located approximately 2.5 miles to the east of Leicester city centre.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Shopping parade, northern side of Main Street



The Cedars public house



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	4	Library, Youth Centre, Chapel (outside centre boundary)	(+3)
Comparison	3	NATIONAL OPERATORS	TOTAL:
Leisure Service	5 (+1)	Post Office, Co-operative Food, Mark Jarvis, McColls	4
Retail Service	6 (+2)		
Financial & Business Services	0		
Miscellaneous	+3)		
Vacant	0		
Total No. of Uses	18 +6)		



<p>USES</p>	<p>The centre provides opportunities for convenience top-up shopping and access to typical local retail and leisure services such as hairdressers, a betting shop and take-aways/restaurants. A limited comparison goods offer is provided by a small number of specialist independent shops. The centre does not provide any financial or business services.</p> <p>Complementary community uses are present in the centre in the form of a public house, library, youth centre, chapel and parks. Housing is interspersed within the shopping environment, preserving the village feel.</p>
<p>PEDESTRIAN FLOWS</p>	<p>At the time of our visit to the centre at around 3.30pm on Tuesday 10th November, pedestrian activity was observed to be relatively strong at the centre, with no single focus strongly influencing visitor movements. The car parks at the Cedars pub and by the southern entrance to Evington Park appeared to be relatively well used.</p> <p>Traffic along Main Street was busy during the afternoon rush hour period, creating some congestion through the centre.</p>
<p>ACCESSIBILITY</p>	<p>A well maintained free car park is in place by the southern entrance to Evington Park. This facility provides ample car parking spaces to meet the demands of the centre and is well located to provide convenient access to the shops at the centre.</p> <p>Pelican crossings are in place at both ends of the village, providing safe crossing points for visitors. The number 22 bus can be accessed from the centre, which provides a regular 12 minute service towards Rushey Mead via the city centre. The bus stops in place are in good condition and conveniently located.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The village setting, with its pleasant environment provides a strong sense of personal safety. There is no apparent evidence of crime or anti-social behaviour being a concern at the centre. The car parking available by the entrance to Evington Park is well illuminated, with activity provided in the area by pedestrians entering the park. Safe crossing points on Main Street are beneficial to pedestrian safety.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The leafy conservation area setting offers a pleasant, community atmosphere which is inviting to visitors. The centre as a whole is well maintained and well cared for, with shop units generally in good condition. Pavements along the shopping frontage are wide, to the benefit of the pedestrian environment.</p>
<p>CONCLUSION</p>	<p>Evington Village is a relatively large traditional local centre which appears to be in a healthy condition, with no vacant units at the time of our visit to the centre. The centre has an attractive local environment and offers a small but suitably varied shopping and service offering to meet local need. A number of community facilities and uses complement the shopping offer.</p> <p>A small number of established shops are currently found outside the identified boundary of</p>



	the local centre.
KEY ISSUES/SWOT	<ul style="list-style-type: none">• Strength – the centre possesses a pleasant village environment.• Strength – shops are complemented by other community facilities in the area such as parks, a public house and a library.• Weakness – the shopping and services provided are limited, capable of serving only local need. The village centre currently does not provide any financial services such as a bank.

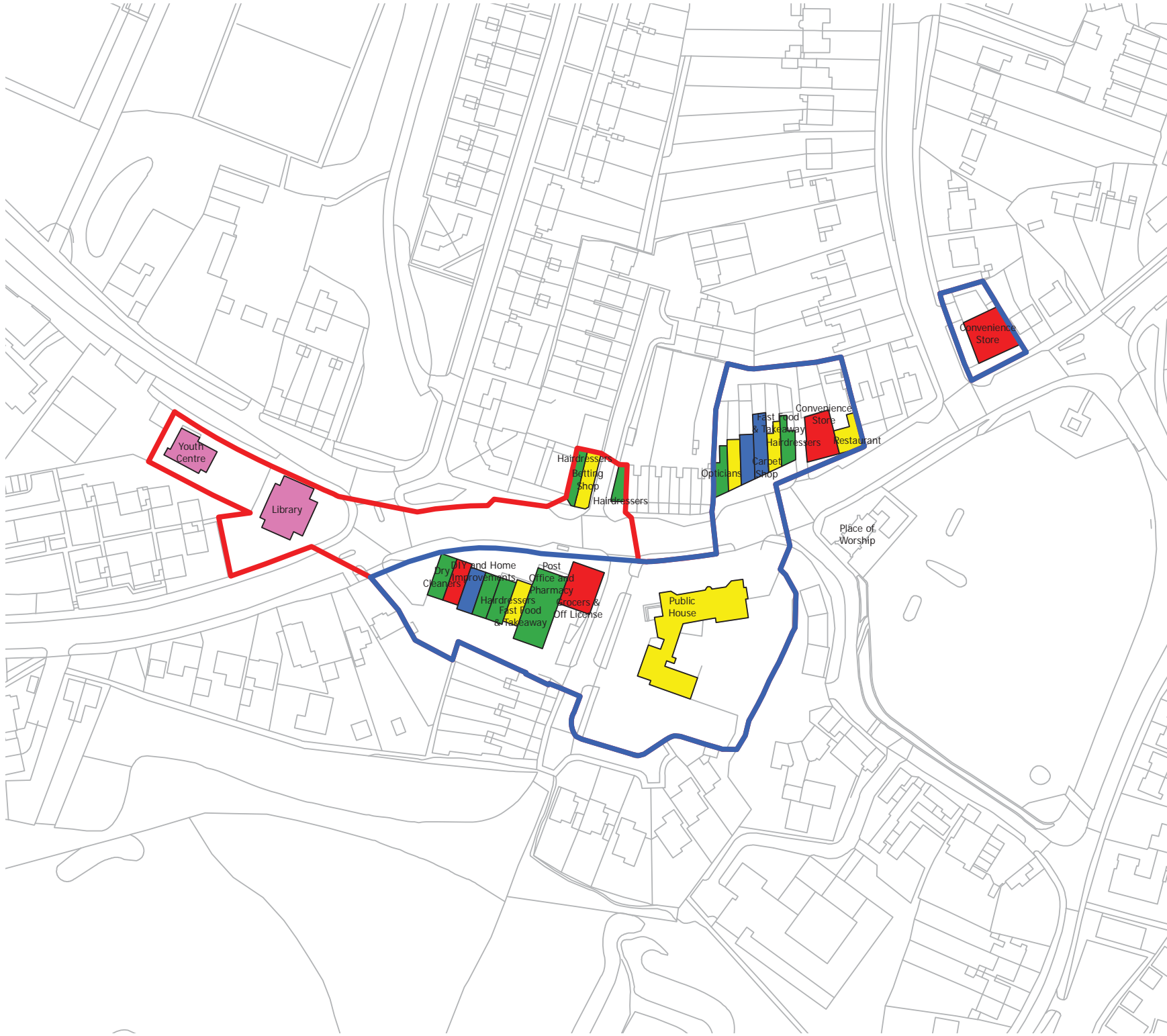


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Leicester City Council & Blaby District Council

Ref: A088154/022

Evington Village



Key

- Local Centre Boundary
- Recommended Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:1,250 @ A3

January 2015

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The Exchange

ADDRESS (and Zone)	Pasley Road, Littlejohn Road, Rye Close and Road and Sturdee Road Zone 11
DESCRIPTION	<p>The Exchange is located with a mainly residential area, around 4 miles to the south of Leicester city centre. The centre is in a period of transition. It was previously formed of two matching three storey buildings that enclosed a central greened area. The buildings each had ground floor retail units with first and second floor residential uses. However, the centre was the subject of crime and anti-social behaviour issues.</p> <p>Today, the eastern building has been demolished and the land where it once stood has temporarily become an area of grassed public realm prior to its redevelopment. The remaining building is mainly vacant and the windows of the flats above have been boarded up. The operators of the remaining units on the ground floor of this building are expecting to vacate in the near future before this building is also demolished.</p> <p>Outline planning permission (application reference 20101242) was granted in August 2010 for a:</p> <p>'Mixed use development; full details of 6 retail units (class A1, A2, A3, A5) with parking and service provision; car park (12 spaces) for residents of Rye Close; and an outline application for residential development (1.04944 ha)'</p> <p>The retail element of this application has subsequently been developed. This comprises a new parade of five purpose built retail units and a larger Co-operative Food store, located on the south-eastern edge of the current centre boundary. These modern replacement buildings better meet the needs of retailers.</p> <p>The site of the two former retail buildings is destined to become the site of a new residential development. The conceptual masterplan submitted as part of the outline planning application shows this site to be developed with new terraced housing.</p> <p>Leicester City Council granted planning permission in October 2013 for a two and three storey medical centre, dental suite and dispensary with associated parking in the south-west corner of the site (application reference 20131736).</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

The remaining half of The Exchange retail parade



New retail units on Sturdee Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	3 (+1)	Supporting Tenants and Residents (STAR)	1
Comparison	1 (+2)	NATIONAL OPERATORS	TOTAL:
Retail Service	0	In existing boundary - Post Office, Martins Newsagent	2
Leisure Service	0 (+3)		
Financial & Business Services	1	In new retail parade – Co-operative Food, Co-operative Pharmacy, Betfred, Barnado's	4
Miscellaneous	0		
Vacant	5		
Total No. of Uses	10 (+6)		

USES	<p>Some of the operators from the now demolished building have transferred across to the new retail units on Sturdee Road. Within the local centre boundary, there are now five empty units. There is also a strong convenience provision with two general stores and an off licence. Although there are no retail service units, the Martins newsagent unit contains a Post Office, which has a retail service function.</p> <p>There is a pharmacy in a small portacabin to in the south-west of the centre, which is the only comparison unit within the centre. In addition, the only financial and business service unit is occupied by a housing agency. However, a cash point is provided on the exterior of the Martins store.</p> <p>The new retail units on the south-eastern edge of the local centre boundary comprise a larger food store, which is occupied by a Co-operative Food. There is also a charity shop, pharmacy and three leisure service units, comprising a betting shop and two hot food</p>
-------------	--



	<p>takeaways. The parade does not contain any financial and business service uses, although the Co-op does have a free ATM cash machine on its external wall. There are also several additional key facilities on the edge the current centre boundary, which might usually be included as part of the centre. These include Eyres Monsell Club and Institute, the Magpie Youth Centre, Eyres Monsell Community Centre, The Hedges Medical Centre and Pasley Road Health Centre.</p> <p>Notwithstanding the above, the small number of units and the range of goods and services on offer within the current centre boundary do not perform the role of a local centre.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows were relatively low around the old retail parade when visited around 9am on Tuesday 4th November 2014. As discussed, many of the shops were vacant and, of the five units that were still occupied, only two were open at the time of the visit.</p> <p>Pedestrian flows around the new retail units on Sturdee Road were higher. Although the fish and chip shop and fried chicken takeaway being closed, Co-op supermarket and Co-op Pharmacy had healthy levels of footfall</p>
<p>ACCESSIBILITY</p>	<p>Accessibility within the centre is reasonably good. The Exchange is located within a residential area and are located close to a number of key services on its edge, which enables linked shopping trips to be made.</p> <p>There is good pedestrian accessibility and the footpaths are wide enough and are of a standard that enable people to move between the shops easily. A traffic light controlled crossing is also provided on Sturdee Road between the retail units and the community centre and residential area on the southern side of the road.</p> <p>There are no cycle parking facilities around the old retail parade but secure Sheffield style hoops are provided in prominent locations in front of the retail units at either end of the new retail parade. These have a combined capacity for 10 bicycles.</p> <p>There is also reasonably good public transport provision, with bus stops located opposite the new retail units on Sturdee Road. These do not have shelters but are served by the 40, 86, 87 and 88 bus services, which provide a regular service to Eyres Monsell, the city centre and the surrounding communities.</p> <p>Vehicular accessibility within the old retail parade is poor. The old parade is pedestrianised and there was only limited on street parking provision. The new units, however, have 19 car parking spaces and a further two disabled bays, which are conveniently located off Sturdee Road.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The sense of safety and security around the old part of the centre is poor. The many vacant units have their shutters down. The residential uses above are also vacant and have their windows boarded up. In addition, there are heavy security features on the buildings</p>



	<p>and a big CCTV camera overlooks the units. This suggests that crime may be an issue in the area.</p> <p>The new retail units are all occupied and have a brighter and more open appearance. Clear lines of visibility are maintained across the retail frontage. The units have windows that over look the car park, which offers a good level of natural surveillance. The modern design is more welcoming and creates a better sense of safety and security.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The environmental quality of the old retail units is generally poor. As discussed, the building and units are in poor condition and await demolition. The grassed area in front of the buildings is an improvement on fenced off brownfield land, but offers little amenity value.</p> <p>The environmental quality of the area around the new retail units is considerably better. The modern design of the buildings is bright and open and the shop frontages are attractive. The parking area is well laid out with a brick paved finish and there is some landscaping, which helps to create a good environmental quality in this area.</p>
<p>CONCLUSION</p>	<p>The Exchange is in a period of transition with the redevelopment of the existing retail parade. It is clear that the former retail units performed poorly and were no longer fit for purpose. However, new modern replacement parade of five retail units and a small supermarket has been built on the south-eastern edge of the current centre boundary. The new units are fully occupied and are a considerable improvement on their predecessor.</p> <p>One of the three storey former retail buildings within the existing commercial centre has already been demolished. A planning application search has established that the remaining building is also planned to be knocked down. In their place, a new terraced residential developed is to be built. A medical complex has also gained planning permission on a site within the south-eastern corner of the existing centre boundary. This will be located adjacent to the newly built retail units. The centre boundary will need to be redrawn to reflect the changes that have occurred. If the medical centre were to be built, we consider that The Exchange will function as a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – the quality of the new retail units on Sturdee Road, as well as the level of convenience provision. ≠ Strength – the number of community facilities on the edge of the centre boundary. ≠ Weakness – the stigma that is attached to the former retail units and the associated high levels of crime and antisocial behaviour. ≠ Opportunity – the land made available through the demolition of the former retail parade will create a new opportunity to build a high quality development.



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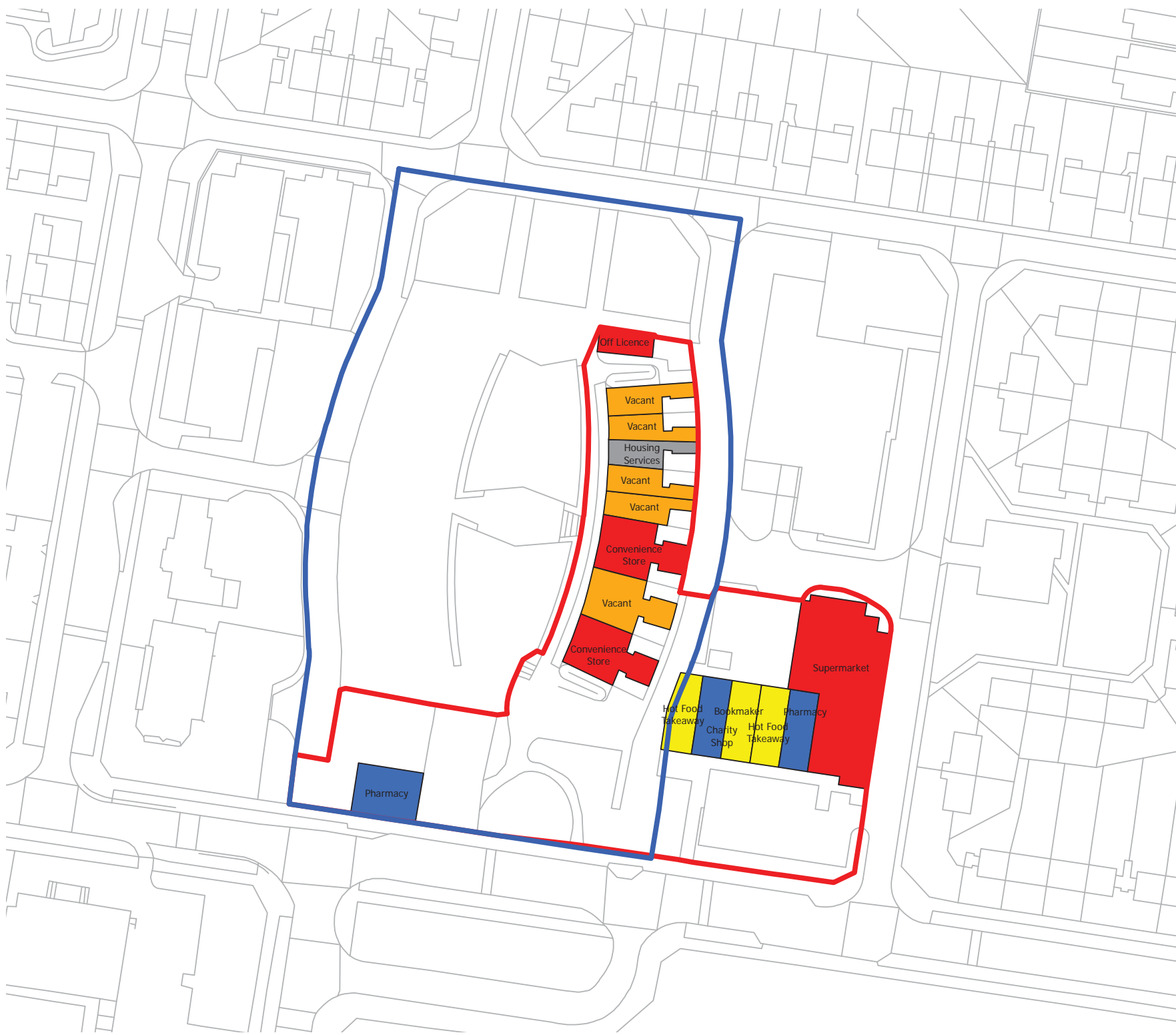
Leicester City Council & Blaby District Council

Ref: A088154/64

The Exchange

Key

- District Centre Boundary
- Recommended Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:750 @ A3

January 2015

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Fosse Road North

ADDRESS (and Zone)	Fosse Road North Zone 12
DESCRIPTION	Fosse Road North's retail centre is located less than a mile north-west of the city centre within a dense terraced residential area. The centre is split into three segments. The northern part focuses around the crossroads of Fosse Road North and Tudor Road and comprises a row of smaller terraced retail units and a larger Co-op convenience store. The two southern segments are separated from the northern part by a stretch of terraced housing, interspersed with occasional retail units, a (now vacant) pub and its car park and a church. The southern segments comprise another row of terraced small format retail units and, on the opposite side of the road, an Esso filling station with Tesco Express kiosk. There is also a large vacant plot of land to the south of the filling station, which was formerly occupied by the Empire pub.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Pedestrian Crossing, Fosse Road North



Northern part of Fosse Road North



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	5 (+1)	None	0
Comparison	6 (+2)	NATIONAL OPERATORS	TOTAL:
Retail Service	7 (+1)	Llyds Bank, Tesco Express, Esso, Betfred, PSDA, Co-operative Food	7
Leisure Service	4 (+2)		
Financial & Business Services	2		
Miscellaneous	0		
Vacant	1 (+2)		
Total No. of Uses	25 (+8)		



<p>USES</p>	<p>There is a strong convenience goods provision within the centre with a Tesco Express and a Co-operative Food store both offering a wide range of general convenience goods. In addition, there are three smaller general convenience stores. Full planning permission was also granted in September 2014 for a new Lidl foodstore and associated car parking on the site of the former Empire pub to the south of the filling station (planning application number 20140826). This will create 1,063 square metres of new retail floorspace.</p> <p>The comparison goods offer comprises six units, two of which are charity shops. There is also a pharmacy, a pet shop and two further stores selling electrical goods and carpets and flooring.</p> <p>The leisure service offer is somewhat limited with only three hot food takeaways and a betting shop. Conversely, there are considerably more retail service units and the offer includes a launderette, two beauty salons / hairdressers, an optician and a petrol filling station. There are also two financial and business service units, which are a bank and an estate agent.</p> <p>There is only one empty unit within the centre boundary. However, there are a further two vacant units on the edge of the boundary, including the former pub site that is set to be the location of the new Lidl.</p> <p>There are also a number of additional retail units on the edge of the defined centre boundary that contribute towards the overall functionality of the centre. Amongst other types of unit, these include an additional hairdresser, general convenience store, sign manufacture and sale shop and a window shop.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity was high when visited around 3.45pm on Wednesday 26th November 2014. The highest flows were observed around Lloyds Bank and the Co-op. It was noted that school children were being dropped off at the bus stop and dispersing throughout the centre to the surrounding housing, visiting shops on their way. However, there were also a large number of regular shoppers. A concentration of people was observed around the Tesco Express / Esso filling station, with people undertaking a shop whilst filling their car.</p> <p>Pedestrian flows were lowest on the western side of Fosse Road North, close to the vacant public house. People instead tended to walk between the two parts of the centre on the opposite side of the road.</p>
<p>ACCESSIBILITY</p>	<p>The shopping area is easily accessed on foot. There are two controlled crossings on Fosse Road North located at either end of the centre close to the junction of Tudor Road and Battenberg Road. However, there are no other crossing facilities between the two sets of traffic lights, which are nearly 300 metres apart. Fosse Road North has large amount of traffic and pedestrians struggle to cross the road between the designated crossing points.</p>



	<p>This is because there are no pedestrian refuges other crossing facilities to cater for desired pedestrian movements between the two sets of traffic lights. Notwithstanding this, the centre is within a dense residential area and is within easy walking distance of a large number of people.</p> <p>No cycle parking facilities were observed during the visit. In terms of car parking, there are a limited number of spaces on Fosse Road North, which are free but are time restricted. There is also ample unrestricted on-street parking on the side streets adjoining Fosse Road North.</p> <p>Bus stops are located in several locations on Fosse Road North close to the main retail area, including two immediately south of Battenberg Road and further stops on either side of Tutor Road. These are served by the 14, 14A, 83A and 162 bus services, which provide regular services in each direction.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The centre forms part of a terraced street with a considerable number of windows looking onto the street. These, together with the high levels of footfall, slow moving traffic and narrow highway width, help to create a strong sense of natural surveillance. The area with the poorest sense of safety is around the vacant pub and its open fronted and rundown car park. However, if redeveloped, it is expected that the sense of security will greatly improve in this location.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The centre achieves a reasonable level of environmental quality. The shop frontages were of a sufficiently good standard, although there were no particular examples of excellence. In addition, there was a general lack of greenery throughout the centre. Furthermore, Fosse Road North was very busy at the time of the visit, with a considerable amount of slow moving traffic, which was producing a large amount of emissions. However, the street furniture, including the bins and bollards, are of good quality and add character.</p> <p>As already discussed, the area of poorest quality was the vacant pub and its car park, which both appeared to be rundown. The area of best quality is around the Co-op and Lloyds bank.</p>
<p>CONCLUSION</p>	<p>Fosse Road North's commercial centre comprises 26 units. There are also a number of additional units on the edge of the defined centre boundary, which contribute to the centre's offer. There is a particularly strong convenience and retail service provision, but there are also a number of key community facilities including a pharmacy, a filling station, bank, several convenience stores, as well as shops selling many other day-to-day goods and services. Given the size of the centre and the range of goods and services on offer, we consider that Fosse Road North performs the role of a local centre.</p> <p>The centre appears to performing reasonably well and. There are high levels of footfall and good accessibility. The environmental quality and sense of safety and security are also reasonably good and will improve somewhat if the new Lidl redevelops the site of the</p>



	former Empire pub. If this scheme were to be developed, it would make sense that the centre boundary is also redrawn to incorporate the new supermarket, as well as some of the other adjacent main town centre uses.
KEY ISSUES/SWOT	<ul style="list-style-type: none">≠ Strength – range of goods and services on offer is diverse for a centre of this size.≠ Strength – strong convenience and retail service offer.≠ Weakness – distance between two sides of the parade.≠ Weakness – disused pub and car park detract from the centre’s environmental quality.≠ Opportunity – to redevelop the pub and its car park.≠ Threat – conversion of retail units into housing.



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Leicester City Council & Blaby District Council

Ref: A088154/023

Fosse Road North



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,250 @ A3

January 2015

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Fosse Road South / Harrow Road

ADDRESS (and Zone)	Fosse Road South / Harrow Road Zone 12
DESCRIPTION	<p>Fosse Road South / Harrow Road was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).</p> <p>The former centre boundary now contains four retail units, a MOT servicing garage and a car sales garage. The retail units front onto Fosse Road South, which is a fairly busy tributary road located approximately 2km driving distance to the west of Leicester city centre.</p>
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Parade of shops on Fosse Road South



No entry side street adjoining Fosse Road South



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	None	0
Comparison	1	NATIONAL OPERATORS	TOTAL:
Retail Service	2	None	0
Leisure Service	1		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	6		



	<p>The former local centre boundary contains two convenience units, which are a general store and a confectionary, tobacco and news provider. A car sales garage is the only comparison goods unit but there are two retail service units, which are a MOT servicing garage and a beauty salon. The remaining retail unit is a hot food takeaway, which is the only leisure service provider. The shops are surrounded by dense terraced housing.</p> <p>We do not consider the MOT servicing garage or the car sales garage to be main town centre uses, although they do generate a significant number of linked shopping trips in this location. However, given the number of units and the types of goods and services on offer, we consider Fosse Road South / Harrow Road to perform the role of a small neighbourhood parade.</p>
	<p>Considering the small number of units, there were relatively high levels of pedestrian activity on our visit at around 4.30pm on Monday 18th May 2015. People were seen using Fosse Road South as a through route, although the MOT servicing garage also generated pedestrian activity. The hot food takeaway and the beauty salon were both closed and, consequently, pedestrian activity may increase slightly on other week days as a result of these units being open.</p>
	<p>Being within walking distance of a large number of houses, the shops are most easily accessed on foot. Furthermore, Fosse Road South has double yellow line waiting restrictions along the section that runs past the shops and many of the adjoining side streets (where alternative parking is available) have one way restrictions. Three cycle hoops are provided in prominent locations in front of the shops. In addition, bus stops are located 40 and 100 metres to the north of the shops, which are the stopping point of regular bus services in each direction.</p>
	<p>The area in front of the shops has good natural surveillance during the day, as the MOT servicing garage has its large shutter open and people move around the garage entrance throughout the day. The retail frontage also has an open character and provides further surveillance. In addition, we did not see any indications that crime may be an issue in the location.</p>
	<p>Although Fosse Road South has fairly high levels of vehicular traffic, trees and street furniture are located between the road and the shop frontage, which help to minimise the impact of the road. In addition, the fascias of the retail units are all of good quality and we did not observe any litter around the shop frontages.</p>
	<p>Given the types of goods and services on offer and the number of retail units, we consider Fosse Road South / Harrow Road to perform the role of a small neighbourhood parade. In addition, the shops are fully occupied and the area appears to be in reasonably good overall health with no major concerns.</p>
	<p>≠ Strength – the units are fully occupied and there are reasonably high pedestrian flows for a parade of its size.</p> <p>≠ Weakness – parking limitations inhibit the shops from capturing passing trade from</p>



	<p>Fosse Road South.</p> <ul style="list-style-type: none">≠ Opportunity – to incorporate measures to capture more passing trade from Fosse Road South.≠ Threat – residential conversions.
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Leicester City Council
& Blaby District Council

Ref: A088154/99

Fosse Road South /
Harrow Road

Key

- Former Local Centre Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

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May 2015

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Fosse Road South / Hinckley Road

ADDRESS (and Zone)	Fosse Road South Zone 12
DESCRIPTION	<p>Fosse Road South is located just over 1km west of the city centre and only 80 metres walking distance from the western edge of Narborough Road District Centre. The main shopping area comprises a purpose built retail parade with a mixture of one and two storey buildings. The parade is set back from the western side of Fosse Road South by a wide pedestrian forecourt, which is mainly paved and contains several brick-built planters containing large shrubs.</p> <p>A mixture of modern semi-detached housing and older terraced inner city housing surrounds the centre, which is served by a large pay and display car park to the south.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

The Merry Monarch Pub



Shops along Fosse Road South



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	None	0
Comparison	4	NATIONAL OPERATORS	TOTAL:
Retail Service	1	Spar, Benson for Beds	2
Leisure Service	3		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	9		



<p>USES</p>	<p>The centre has only one convenience unit, which is a Spar, but there are four comparison goods units. These include a chemist, which has a more local function, as well as three specialist units selling furniture and beds, which appeal to a wider market.</p> <p>There is also only a single retail service unit, which is a launderette. However, the leisure service offer has a slightly larger proportion of units with a pub and two hot food takeaways. There are no vacancies or financial and business service units. However, there is a free ATM cash machine inside the Spar.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows were very low when the centre was inspected around 9.30am on Thursday 27th November 2014. The lowest flows were observed around the Benson for Beds on the northern end of the parade. Contributing reasons to this may have been that the two hot food takeaways and the public house were closed, but the other units within the parade also seemed to be very quiet.</p>
<p>ACCESSIBILITY</p>	<p>There are cycle parking hoops on the forecourt between the shops and the road. However, these are not located within a particularly prominent location, as views from the shops and the road are obscured by shrubs. A better location for this may be directly outside the shops.</p> <p>The centre does not have direct access to a bus or train service, although there are bus stops nearby on Hinckley Road. Car parking is also an issue. The spaces in front of the shops are free and unrestricted. However, they are used by the opposite housing and also by people shopping and working on Narborough Road / Hinckley Road.</p> <p>A large private car park belonging to the Merry Monarch pub sits directly to the south of the centre boundary. This is managed by Euro Car Parks, who operate a charging system. However, the car park does not have any pay and display machines. Instead, customers must either pay by phone or payment can also be made in the pub. Although the charge is only £1 per day, the pub is not open in the morning this method of payment may seem convoluted for some customers, especially if they are only making a short trip to the shops. Indeed, the car park was very much underutilised at the time of our visit, even though on street parking was in great demand.</p> <p>The best aspect of the centre's accessibility is its location within close proximity of a large area of housing, which enables a considerable number of people to access the shops on foot. Notwithstanding this, people living on the northern and eastern side of the centre have equally good walking accessibility to the shops on Narborough Road / Hinckley Road.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The sense of safety and security varies across the centre. The shops are set back from Fosse Road South, which reduces the level of natural surveillance that would otherwise be provided by the housing on the opposite side of the road. Compounding this issue, there are a number of shrubs that obscure views. This is most apparent at the northern end of the parade outside Bensons for Beds.</p>



	<p>As discussed in more detail below, the centre achieves only a reasonable level of environmental quality and there are signs of graffiti and vandalism. These factors further reduce the perception of a safe shopping environment.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The design of the retail units is functional but somewhat dated, which deters from the overall quality of Fosse Road South's environment. The car park to the south is also poorly landscaped and negatively impacts on the quality of the wider area. However, issues that are far easier to remedy exist within and around the centre. The forecourt in front of the units has a large area of tarmaced surface, which is breaking up. This makes the parade look somewhat rundown and uncared for. The forecourt also contains overgrown planted areas and poor quality street furniture, some of which has graffiti drawn on it.</p> <p>Notwithstanding the above, the centre also has many positive attributes. There are no vacant units and the housing on the opposite side of the road is highly attractive. There are also a number of mature trees that add considerable value to the streetscene.</p>
<p>CONCLUSION</p>	<p>Fosse Road South's commercial centre is formed of a small parade of nine units. These provide a combination of local services, such as a general convenience store, pub and a chemist, as well as several more specialised retailers aimed at a wider market. However, the centre is located very close to Narborough Road District Centre, which provides a considerable amount of competition.</p> <p>Fosse Road South's shopping area has health issues, as although there are no vacant units, the centre's environmental quality suffers from a number of negative factors, which have a knock on effect on the centre's perception of safety and footfall levels. Accessibility to the centre is also constrained, especially in relation to car and cycle parking. However, the centre provides a number of important services and facilities of value to local people, although we do not consider the centre's offer to be consistent with the level of provision that would normally be found within a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – a good range of services and facilities within reasonable walking distance of a large number of people. ≠ Weakness – environmental quality (overgrown vegetation, appearance of retail units and poor quality forecourt). ≠ Opportunity – for limited waiting parking in front of the units to increase the turnover of vehicles and create parking capacity. ≠ Opportunity – improvements to footway material, planted areas and shop frontages would greatly improve views of the shopping frontage from the road and improve the perception of safety. ≠ Threat – competition from Narborough Road. If one of the units became vacant, especially a larger unit such as Bensons for Beds or the pub, this may have a substantial impact on the parade as a whole.



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Leicester City Council
& Blaby District Council

Ref: A088154/024

Fosse Road South



Key

-  Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.

North

Scale 1:500

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December 2014

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Fosse Road South / Upperton Road

ADDRESS (and Zone)	Fosse Road South / Upperton Road Zone 12
DESCRIPTION	<p>Fosse Road South / Upperton Road was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).</p> <p>The former centre boundary now contains seven retail units. The shops front onto Fosse Road South, which is a fairly busy tributary road, and are located approximately 2km driving distance to the west of Leicester city centre.</p>
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Shops at south end of Fosse Road South



Shops and bus stop on Fosse Road South



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	2	None	0
Leisure Service	3		
Financial & Business Services	1		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	7		



	<p>The former local centre boundary contains one convenience unit, which is a specialist food and wine shop. A hairdresser and beauty salon provide two retail service units within this location, whilst a spa, hot food takeaway and a club and contribute several different leisure service uses. The remaining unit is an estate agent, which is classified as a financial and business service provider.</p> <p>There are two further units to the south-east of the former centre boundary, which are a general convenience store and a plumping and heating shop. Although these help to generate linked shopping trips, they are sufficiently separated to not be considered part of any potential future centre boundary. Notwithstanding this, we consider the seven units within the former local centre boundary to have a range of services and facilities that are akin to a neighbourhood parade.</p>
	<p>Considering the small number of units, there were relatively high levels of pedestrian activity on our visit at around 4pm on Monday 18th May 2015. The bus stop directly outside the shops had a queue of waiting passengers. Fosse Road South and Upperton Road are also both pedestrian thoroughfares. Notwithstanding this, the shops appeared to be receiving a reasonable amount of trade, although the beauty salon and the hairdresser were both closed.</p>
	<p>The shops are most easily accessed on foot, as they are within walking distance of a large population. Furthermore, access via private automobiles is difficult owing to the double yellow lines close to the shops along Fosse Road South and Upperton Road. The shops also lack cycle parking facilities. However, bus stops are located directly outside the shops and 50 metres to the south, which are the stopping point of regular bus services in each direction.</p>
	<p>The area around the shops has a reasonably good sense of safety and security. The street is fairly narrow as it passes the shops and is overlooked by the retail frontage and the houses on the opposite side of the road. The traffic also tends to be stationary or slow moving in this location as there are traffic lights at the junction of Upperton Road and Fosse Road South. In addition, the queuing customers at the bus stop help to maintain a presence in the street, which generates further natural surveillance.</p>
	<p>Fosse Road South has fairly high levels of vehicular traffic, which impacts on the environmental quality of the area around the shops. This area also lacks the trees or street furniture that would otherwise help to mitigate against this impact. Notwithstanding this, the retail frontages are of reasonably good quality and a well located litter bin helps to ensure that litter is not an issue.</p>
	<p>Given the types of goods and services on offer and the number of retail units, we consider Fosse Road South / Upperton Road to perform the role of a small neighbourhood parade. In addition, the shops are fully occupied and the area appears to be in reasonably good overall health with no major concerns.</p>
	<p>≠ Strength – the units are fully occupied and there are reasonably high pedestrian flows</p>



for a parade of its size.

- ≠ Weakness – parking limitations inhibit the shops from capturing passing trade from Fosse Road South and Upperton Road.
- ≠ Opportunity – to incorporate measures to capture more passing trade from Fosse Road South and Upperton Road.
- ≠ Threat – there is a concentration of competing centres in this location, particularly Narborough Road.



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Leicester City Council & Blaby District Council

Ref: A088154/100

Fosse Road South / Upperton Road



Key

-  Former Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

May 2015

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Fullhurst Avenue

**ADDRESS
(and Zone)**

Fullhurst Avenue
Zone 12

DESCRIPTION

Fullhurst Avenue contains a small parade of six retail units. However, opposite the existing designated boundary is a large medical centre with an integrated pharmacy, which contributes significantly to the offer in this location. In addition, close by to the south-east are a KFC restaurant and an HCL home furnishing store. These both have large car parks and they also contribute to the Fullhurst Avenue's wider commercial area.

Fullhurst Avenue is located 2 miles south-west of Leicester city centre. It is also located close to the southern tip of Narborough Road district centre. Ellesmere College neighbours the shops to the west and Fullhurst Community College is located close by to the north. The wider surrounding area comprises mainly semi-detached and terraced housing.

**CURRENT
STATUS**

Local Centre

PHOTOGRAPHS:

Fullhurst Avenue Parade



Medical Centre on Fullhurst Avenue





DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	Medical centre adjacent to existing designated boundary	(+1)
Comparison	1 (+2)	NATIONAL OPERATORS	TOTAL:
Leisure Service	3 (+1)	Post Office (KFC adjacent to existing designated boundary)	1 (+1)
Retail Service	1		
Financial & Business Services	0		
Miscellaneous	0 (+1)		
Vacant	0		
Total No. of Uses	6 (+4)		

USES	<p>Of the six units within the parade, there is a general convenience store, a card and gift shop and a Post Office, which comprise the respective convenience, comparison and retail service proportion of the units. There are also three leisure service units, which are a betting shop and two hot food takeaways. There are no vacant or financial and business service units, although the Post Office does have an external ATM cash machine.</p> <p>As discussed, a medical centre, pharmacy, KFC and HCL home furnishing store neighbour the retail parade. These uses contribute to the offer at Fullhurst Avenue.</p>
PEDESTRIAN FLOWS	<p>Pedestrian flows were low when visited around 11am on Wednesday 26th November. This was the case along the whole parade frontage, although the pedestrian flows into the medical centre on the opposite side of the road were much higher.</p>
ACCESSIBILITY	<p>Overall, accessibility to the shops is reasonable. There is unrestricted on street parking provision in front of the units. In addition, some cars were parked perpendicular to the road directly in front of the units. The medical centre, HCL and KFC also all had their own customer car parks. Fullhurst Avenue is located close to Narborough Road (A5460) and has very good road accessibility.</p> <p>No cycle parking or other cycle facilities were observed during the visit. However, there is a bus stand opposite the parade on the south-western side of Fullhurst Avenue and a shelter on the north-eastern side of the road. These are served by the 301 bus service. There are also bus shelters close by on Narborough Road that are served by numerous services.</p> <p>Pedestrian accessibility to the parade is reasonable, although there are only a limited number of houses within close vicinity of the shops. Notwithstanding this, there is a traffic light controlled pedestrian crossing linking the parade to the medical centre and shops on the opposite side of the road.</p>
PERCEPTION OF	<p>The sense of safety around the shops is also only of a reasonable standard. Although there</p>



<p>SAFETY</p>	<p>are no clear signs of crime or vandalism, the parade feels somewhat desolate, which creates an uneasy perception of safety. Whilst the shops themselves have windows overlooking the street, there are few other buildings performing the same function. In addition, the parked cars on the shop forecourt prevent clear views onto the street. This means that the street does not achieve a good level of natural surveillance. This issue is worsened by the wide road width and the fact that the shops are set back from the road by a wide grass verge, footway and the shop forecourt. As a consequence, the distance between the shops and the medical centre on the opposite side of the road is considerable.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The shop frontages are of a reasonable standard and there was very little litter. In addition, the medical centre on the opposite side of the road appears to be recently constructed and adds to the quality of the locality. However, other than this, Fullhurst Avenue has relatively poor environmental quality. There are several contributing factors for this, including the parked cars on the footway, the lack of greenery, the highway width and almost complete lack of enclosure within the streetscene. The forecourt in front of the parade is also broken and uneven, probably due to the parked vehicles. The bollards that have been used are also of poor quality.</p>
<p>CONCLUSION</p>	<p>Fullhurst Avenue's retail area consists of a row of six shops, which collectively function as a neighbourhood parade. The parade has no vacant units. However, it appears to suffer from poor environmental quality and low levels of footfall. The area around the shops feels reasonably safe and secure. There is a limited bus service adjacent to the parade, although a much greater level of provision is available close by on Narborough Road.</p> <p>Despite this, the Fullhurst Avenue contains several key community services, including a convenience store, a Post Office and an ATM cash machine. There is also a medical centre on the opposite side of the road, which is not currently included within the defined centre boundary. In addition, the centre is also located adjacent to a KFC and large home furnishings store, which also contribute to the overall functionality of the parade. There is therefore scope to extend the boundary to incorporate these units. Notwithstanding this, we do not consider the offer to be consistent with the level of provision that would normally be found in a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – key services such as the Post Office, convenience store, pharmacy and medical centre. ≠ Weakness – the condition of the environment in front of the retail units. ≠ Weakness – limited number of houses within the immediate vicinity of the shops. ≠ Opportunity – to improve linkages between the medical centre and the parade to encourage linked shopping trips. ≠ Threat – competition from Narborough Road.

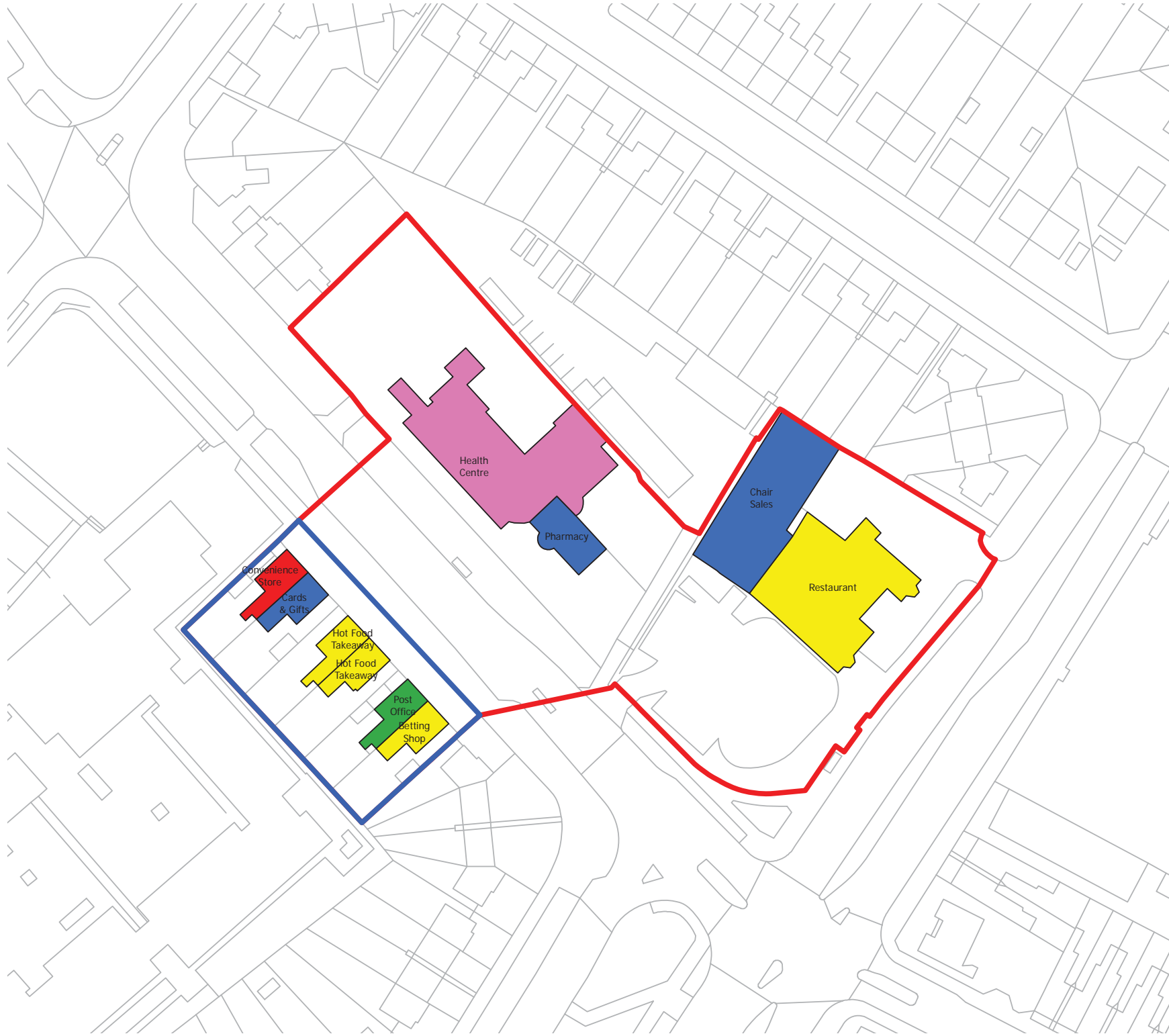


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Leicester City Council & Blaby District Council

Ref: A088154/025

Fullhurst Avenue



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3

January 2015

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Gamel Road

ADDRESS (and Zone)	Gamel Road Zone 8
DESCRIPTION	<p>Gamel Road was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).</p> <p>The former centre boundary now contains three retail units, which are located approximately 4.5km driving distance to the east of Leicester city centre. The shops are surrounded by housing in all directions apart from the north-west, where there is a community centre. In addition, Leicester General Hospital is located within approximately 600 metres walking distance to the south-west.</p>
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Shops and bus stops towards the far north of Gamel Road



Two retail units at the southern end of the retail area



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	1	None	0
Leisure Service	1		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	3		



USES	The former local centre boundary contains one convenience unit, which is a food and wine shop. There are also a hot food takeaway and a hairdresser, which are the only respective leisure service and retail service units. There is also a small community centre to the north-west of the shops, which is separated by a large car park. However, we do not consider the three units within the former local centre boundary to have the range of services or facilities that are typically found within a neighbourhood parade.
PEDESTRIAN FLOWS	Pedestrian activity around the shops was relatively high when we visited Gamel Road on Tuesday 19 th May at around 1pm. The bus stops that are located directly outside the shops had a number of waiting passengers. The fish and chip shop was open for lunch and was receiving a steady amount of trade and the two other units were also attracting a steady flow of customers.
ACCESSIBILITY	Bus stops are located directly outside the shops, which are the stopping point of regular bus services in each direction. Having the bus stops in this location provides an opportunity for waiting passengers and those arriving by bus to also visit the shops. The shops have good pedestrian accessibility, as they are located within a dense residential area and are within walking distance of a large population. A limited number of car parking spaces are provided in front of the shops and additional car parking is available further to the south along Gamel Road. However, the shops lack cycle parking facilities.
PERCEPTION OF SAFETY	The area around the shops has a reasonably good sense of safety and security. The shop forecourt is well maintained, the fascias are of reasonable quality and there were no visible signs that crime may be an issue in this location.
ENVIRONMENTAL QUALITY	Gamel Road's environmental quality is of a reasonable standard. There are litter bins and some seasonal planting, although additional planting or trees would benefit to this location. We observed very little litter in front of the shops. However, the community centre, which is located opposite the shops, is of lesser design quality and its large gravel car park would benefit from being resurfaced or better maintained. This site may also be a potential development opportunity.
CONCLUSION	Gamel Road's former local centre boundary currently contains three retail units. However, we do not consider there to be a sufficient number of units or the range of goods and services that would normally be expected within a neighbourhood parade. We therefore recommend that these shops remain undesignated. Notwithstanding this, the shops are fully occupied and appear to be in good general health.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – the units are fully occupied and there is relatively high pedestrian activity considering the small number of shops. ≠ Weakness – the community centre and its car park detract from the area's appearance. ≠ Opportunity – there are garages between the two buildings containing the retail units. This space may present an opportunity to develop a further retail unit. ≠ Threat – a vacancy would considerably reduce the retail offer in this location.

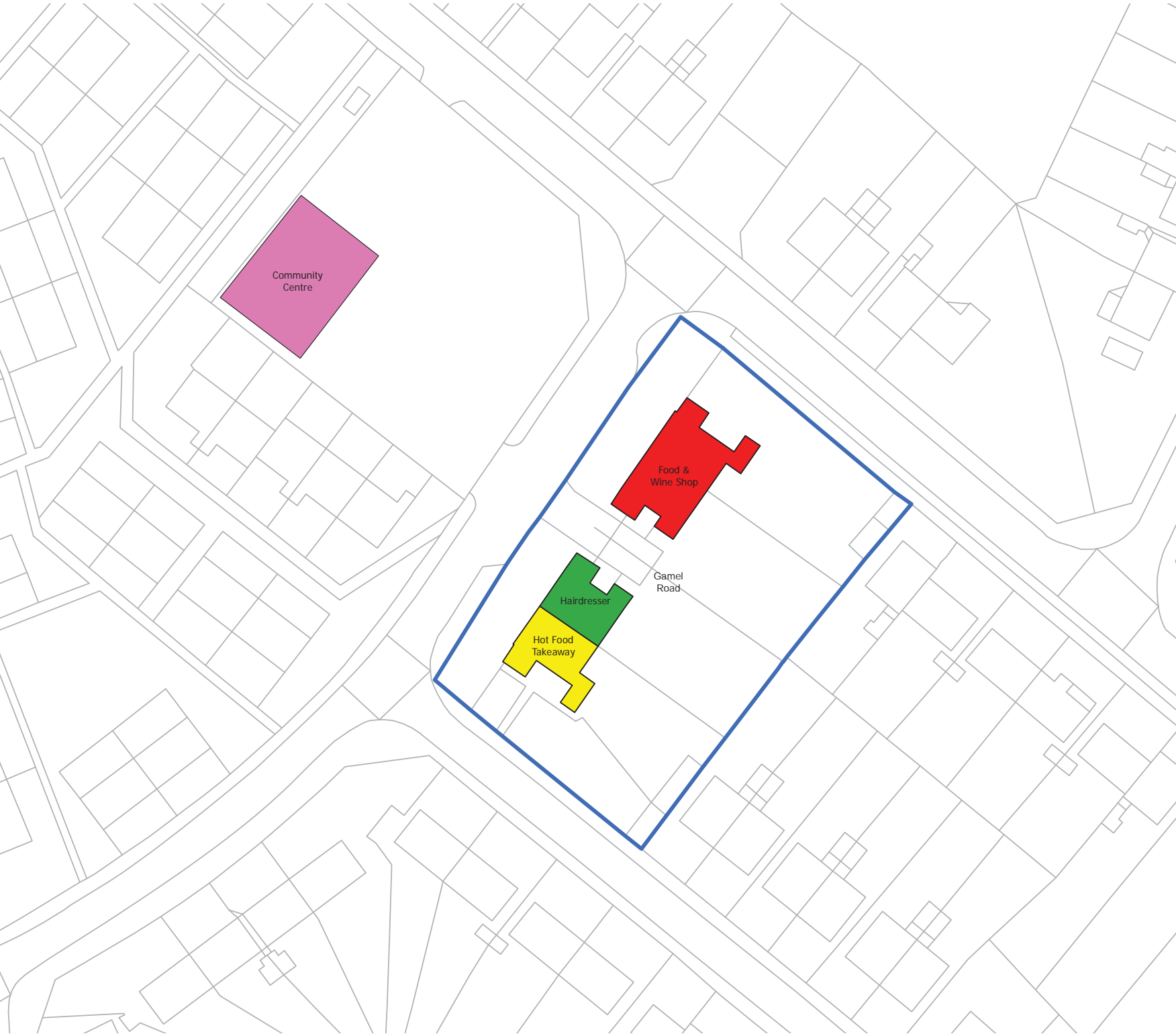


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Leicester City Council
& Blaby District Council

Ref: A088154/101

Gamel Road



Key

- Former Local Centre Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:500 @ A3

May 2015

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Gervas Road


ADDRESS (and Zone)	Gervas Road Zone 8
DESCRIPTION	<p>Gervas Road comprises five small scale commercial units on a single terrace. The terrace stands close to the junction of Gervas Road and Ocean Road. Opposite the terrace is a stand-alone public house with associated car parking in front of the building.</p> <p>The shops are located within a residential suburban area on the outskirts of the Leicester local authority area, 3 miles from the city centre.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Shopping parade



The Mayflower Public House



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	Pub	(+1)
Comparison	0 (+1)	NATIONAL OPERATORS	TOTAL:
Leisure Service	1 (+1)	None	0
Retail Service	2		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	5 (+2)		



<p>USES</p>	<p>Gervas Road provides a very limited range of goods and services. The terrace of shop units contains a newsagents and convenience store, both providing a very similar offer. Alongside this is a hair salon, tanning studio and a takeaway. Outside the designated retail boundary, The Mayflower public house occupies a site directly opposite the shopping parade. Also outside the boundary, on the west side of Ocean Road, is a small scale car repairs and sales garage.</p> <p>The surrounding land use is predominantly residential, characterised by low density housing of one and two storeys, although there is an area of public open space to the north along Bushby Brook.</p>
<p>PEDESTRIAN FLOWS</p>	<p>At the time of our visit at around 11.00am on Monday 10th November, pedestrian movement and activity was found to be limited at the shopping parade. The three retail/leisure service businesses were found to be closed. It appeared that these businesses open later in the day. As such, all activity was focussed on the convenience shops, with modest numbers of visitors observed to be visiting both on foot and by car.</p> <p>The shops do not benefit from a significant level of passing trade with the surrounding roads relatively quiet in terms of traffic.</p>
<p>ACCESSIBILITY</p>	<p>Located within a residential area, this grouping of shops is easily and conveniently accessible on foot from the surrounding residential streets. Wide streets and pavements in the area provide an open feel. No notable access issues for pedestrian visitors are apparent.</p> <p>A small number of car parking spaces are in place alongside Gervas Road directly in front of the shops. This parking provision, whilst limited, is considered to suitably accommodate the needs of the shops, with no problems with respect to demand for parking considered likely.</p> <p>The number 38, 40 and 53 bus services can be accessed from the centre, with regular services to the city centre and other locations within the wider area being available.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The open residential character provides a strong sense of personal safety. Some natural surveillance is provided by neighbouring residential properties and by passing traffic. The street lighting at the parade is considered appropriate for the setting.</p> <p>The shop units do not appear to have any heavy security measures in place other than security shutters which would typically be expected, indicating no major crime concerns. A high mounted CCTV camera stands on the corner of the junction of Gervas Road and Ocean Road.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The shopping terrace is of a limited scale and its design relates well to its surroundings. The shopping units are of a fair standard, although what appears to be an infill flat roofed</p>



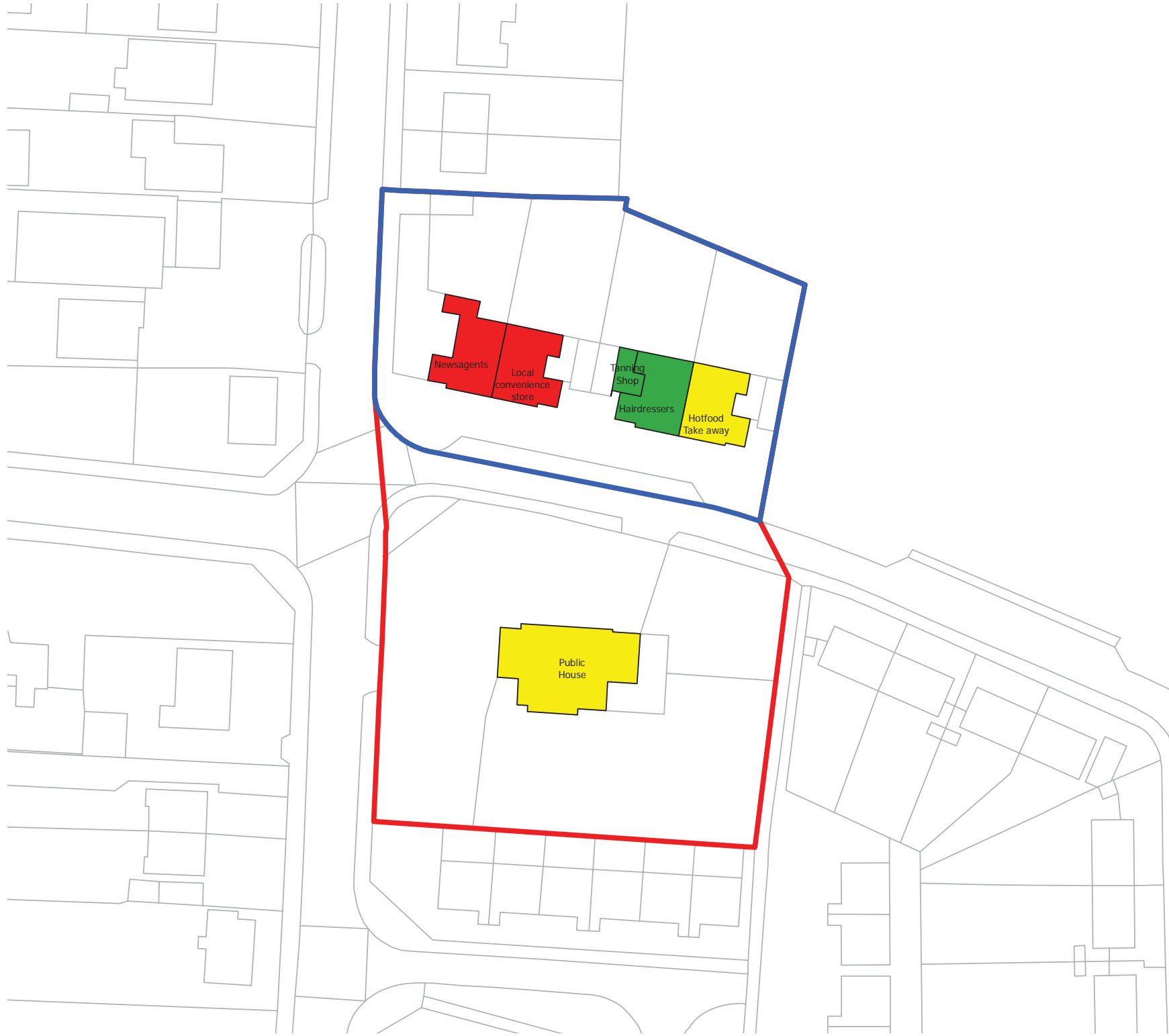
	<p>single storey unit, positioned between original two storey pitched roof buildings, detracts somewhat from the visual amenity of the terrace. The Mayflower public house opposite the shopping frontage is not a particularly attractive building, and detracts from the appearance of the wider area.</p>
<p>CONCLUSION</p>	<p>Gervas Road functions principally as a top-up and convenience shopping destination on a local scale, providing a very limited range of shops and services. Due to the back-street location and the limited offer, the group of shops are not considered to function at the level that might normally be expected of a local centre. It is considered that Gervas Road more accurately performs the role of a neighbourhood parade. Furthermore, the location, which is on a quiet street, dictates that visitors will be drawn from a very local catchment.</p> <p>The location appears to be attracting sufficient trade to sustain the existing retailers, with none of the units appearing to be vacant.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength - the lack of vacant units indicates that the shops are providing relevant and appropriate services to the area. ≠ Weakness - the range of goods and services available is very limited. ≠ Weakness – the public house opposite the shopping frontage detracts from the visual amenity of the area. ≠ Threat – a limited level of activity was observed to occur as a result of the limit number of shops as well as businesses found not to be open throughout the duration of the day. ≠ Opportunity - there are no other shopping centres within close distance of Gervas Road, providing a catchment for top-up and convenience shopping.



Leicester City Council
& Blaby District Council

Ref: A088154/026

Gervas Road



Key

- Local Centre Boundary
- Recommended Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:500 @ A3

January 2015

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Gipsy Lane

ADDRESS (and Zone)	Gipsy Lane and Catherine Street Zone 9
DESCRIPTION	The Gipsy Lane local centre is focused around the junction of Gipsy Lane, Catherine Street and Barkby Road. The centre is anchored by a modern Lidl food store which provides generous parking. A high number of smaller commercial units, predominantly operated by independent retailers, extend out from the Lidl store, principally on the northern side of Gipsy Lane. The shopping environment extends around the perimeter of the busy road junction, split across a number of separated terraces. Further community and commercial land uses are found around the periphery of the centre's identified boundary including the iconic BAPS Shri Swaminarayan Mandir, an excellent limestone example of Hindu Temple architecture.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

BAPS Shri Swaminarayan Mandir



Shopping Parade Gipsy Lane/Catherine St Junction



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	5	Temple, Church, Community Centre, Public House and Conservative Club (outside centre boundary)	(5)
Comparison	6 (+1)	NATIONAL OPERATORS	TOTAL:
Leisure Service	9 (+1)	Lidl, Ladbrokes, Yorkshire Building Society	4
Retail Service	9		
Financial & Business Services	3		
Miscellaneous	8		
Vacant	3		
Total No. of Uses	43 (+3)		



<p>USES</p>	<p>Gipsy Lane is anchored by a Lidl food store, which very much acts as the focus for trips into the centre. The Lidl store is supported by a large customer car park. A small number of other national retailers are present, these being Ladbrokes (which operate from two separate shop units) and the Yorkshire Building Society. The remaining substantial retail offer is provided by independent retailers within smaller units, many of which comprise former residential properties. Multiple convenience, comparison and takeaway businesses are located within the centre as well as some key retail services such as a pharmacy and two launderettes. The centre has a notable concentration of businesses catering for the shopping needs of the Asian community.</p> <p>Community uses including All Saints Church, St Gabriel's Community Centre and the Wyvern Arms public house are all located on the edge of the centre's boundary. Similarly, the BAPS Shri Swaminarayan Mandir also outside the centre boundary provides a key focal point for both the centre and the wider community. Housing is the predominant surrounding land use, with some residential properties interspersed within the shopping frontage along the western end of the shopping parade.</p> <p>The vacancy rate is below the national average. However, the vacancies are all located in close proximity of each other in the grouping of shops at the far eastern end of the centre.</p>
<p>PEDESTRIAN FLOWS</p>	<p>A visit to the centre was undertaken at around 12.30pm on Tuesday 28th October. At the time of our visit, the centre had a very healthy level of pedestrian activity at its core around the Lidl store and the curved parade of units on the northern corner of the junction between Gipsy Lane and Barkby Road. Pedestrian flows were found to soon diminish with distance from the Lidl store, with pedestrian activity limited at the periphery of the centre. The terrace of units to the north east of the Mandir (numbers 282 to 304) are distanced from the main retail components by Barkby Road and Catherine Street, which dissect the centre and result in low levels of footfall and the poor performance of these units.</p>
<p>ACCESSIBILITY</p>	<p>The centre appears to be frequently accessed by car, with car-borne custom supported by the large customer car park provided at the Lidl store which offers 90 minutes free parking for customers, with circa 150 parking bays. Additional limited parking opportunities are available in front of the shopping frontage along the length of Gipsy Lane, as well as on surrounding side streets. Dedicated cycle parking is provided at the Lidl store.</p> <p>The pedestrian environment is relatively easily navigated, with the exception of the small number of terrace units to the north east of the Mandir building which are separated from the rest of the centre by the busy road junction.</p> <p>The number 22 and 40 bus services can be accessed from the centre, providing regular services to both the city centre and to multiple destinations around the city's outer ring road.</p>



<p>PERCEPTION OF SAFETY</p>	<p>The busy and vibrant environment created at the centre allows a strong sense of personal safety. This is enhanced by the clean and tidy environment around the Lidl store and the ready amount of quality car parking. The number of shops and businesses that trade into the early evening help to engender a perception of safety into later parts of the day.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Shopfronts are generally well maintained with the exception of a minority of smaller units, some of which form part of the curved terrace of shop units which face the road junction. The area for the most part is suitably clean and tidy.</p> <p>Issues exist around the busy road junction where users are exposed to traffic noise and a physical barrier in the form of the highway.</p> <p>The long linear form of the centre limits its ability to encourage linked trips. The eastern end of the centre projects a negative image, with multiple vacant units alongside shuttered units that were found to be closed at the time of our visit to the centre.</p>
<p>CONCLUSION</p>	<p>The centre is vibrant and generally in a healthy state, with the number of vacant units below national average level. High levels of footfall are experienced at the heart of the centre around the Lidl store, through which much of the centre's trade appears to be derived. However, a community feel exists as a result of the high concentration of independent retailers. Given its functionality and the range of shops and services provided, it is considered that Gipsy Lane successfully performs the role of a local centre.</p> <p>The south east corner of the centre appears to be on the verge of failing with vacancies localised in this vicinity. In addition, the centre boundary could be extended to include the whole of the Lidl convenience store and exclude two houses to the east, which do not comprise town centre uses.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – Gipsy Lane contains two key draws in the form of Lidl and the Hindu Temple. ≠ Strength – a strong range of goods and service are available, supported by further community uses on the edge of the centre's established boundary. ≠ Weakness – the terrace of commercial units at the eastern end of the centre appear to be performing poorly and at risk of failure.



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Leicester City Council & Blaby District Council

Ref: A088154/027

Gipsy Lane



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,500 @ A3

January 2015

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Green Lane Road / Bridge Road

ADDRESS (and Zone)	Green Lane Road and Bridge Road Zone 8
DESCRIPTION	<p>Green Lane Road is one of the largest local centres in the Leicester local authority area. The shops which constitute the centre stand along a substantial length of Green Lane Road. The centre contains a high number of shops. These are largely independent businesses, many of which cater for the local Asian community.</p> <p>The shopping environment is broken into three sections, with terraces of residential properties dividing the centre along its length and interrupting the shopping frontage.</p> <p>The centre is located in the heart of a densely populated residential area, 1.3 miles to the east of the city centre.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

View of shops on Green Lane Road



Shops at junction of Green Lane Road and Bridge Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	19	None	0
Comparison	38	NATIONAL OPERATORS	TOTAL:
Leisure Service	13	Londis, Ladbrokes.	2
Retail Service	18		
Financial & Business Services	6		
Miscellaneous	3		
Vacant	5		
Total No. of Uses	102		



<p>USES</p>	<p>The centre offers an extensive range of shops and services, almost exclusively provided by independent businesses. Alongside the convenience goods offer provided by greengrocers, butchers and grocery stores, the centre also has a high number of Asian clothing shops and a high number of takeaways and restaurants. Terraced housing is found on the majority of the neighbouring streets.</p> <p>Within the centre the number of convenience retailers is considerably higher than the national average, equating to 18.6% of the units, compared to 8.4% nationally. These shops at the centre are all small scale and, with the exception of Londis, independent businesses. No mid-sized or large supermarket is accommodated in the centre.</p> <p>The number of comparison goods retailers is found to be slightly higher than the national average, 37.3% of all units compared to 32.5% nationally. Again, almost all of these shops are accommodated within small premises.</p> <p>The provision of both leisure services and financial and business services are substantially lower than the national average. Within the centre, 12.7% of the total shop units provide leisure services, compared against the national average of 22.4%. Financial and business services represent 5.9% of the centre's units, again below the national average of 10.9%. The centre benefits from relatively few vacancies, with 4.9% of shops vacant, compared to the national average of 11.4%.</p>
<p>PEDESTRIAN FLOWS</p>	<p>A visit to the centre was completed at around 2pm on Tuesday 11th November. At the time of our visit, pedestrian and vehicle activity was found to be very strong at the heart of the centre, generally around the cross roads of Green Lane Road and Bridge Road. Shopping activity is evidently strongest at the centre of the shopping environment, with activity fading sharply at both the western and eastern ends. The eastern end of the centre in particular was observed to have a much lower level of footfall. It is at this end of the centre where there was found to be a greater proliferation of closed and vacant shops.</p> <p>With limited parking available at the centre, shoppers were observed to arrive at the site from different directions using the neighbouring streets for parking. Given the limited parking opportunities and residential nature of the surrounding area, it is considered that a high proportion of visitors currently travel to the centre on foot.</p>
<p>ACCESSIBILITY</p>	<p>Convenient parking opportunities at the centre are limited, with there being no public car park serving the centre. The majority of visitors travelling by car commonly park on the residential side streets which surround the centre. Congestion along Green Lane Road was noted as being a potential issue.</p> <p>The 36 and 54 bus services can be accessed from the centre, providing regular services to the city centre and surrounding locations including Evington and Beaumont Leys. Pelican crossings provide safe crossing points along the main highway. Cycle parking stands are</p>



	<p>available at a number of points within the centre.</p> <p>The length of the centre dissuades users from accessing the full extent of the centre conveniently in a single visit. Due to its linear form, it is a significant walk from one end of the centre to the other, close to half a mile in total.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The bustling atmosphere during busy periods of the day provides for the perception of the centre being largely a safe environment. There is little evidence of crime or anti-social behaviour being a particular issue in the area other than for a relatively limited number of examples of graffiti. Better parking opportunities would help to improve perceptions of vehicle security.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The environmental quality of the shopping environment is moderate. Many of the shops are within ageing buildings but are well maintained. However, there are a number of exceptions to this in the form of shop units either being in a poor condition or vacant or closed during daytime hours. Such units reflect poorly on the centre as a whole. A number of the businesses place goods or 'A' boards on the pavement area in front of their shops, cluttering the street scene.</p> <p>The form of the centre split into sections by residential properties, which interrupt the shopping frontage and cause a divided centre. This is not beneficial to the shopping experience.</p>
<p>CONCLUSION</p>	<p>Green Lane Road is a large and popular local centre with a vibrant atmosphere, providing an extensive range of retail goods and services. The limited amount of car parking is an issue.</p> <p>Formed along a substantial stretch of Green Lane Road, the centre has in effect been divided into three large groups of shops, with the shopping environment broken by roads and residential properties.</p> <p>The boundary of the centre's shopping environment appears to be evolving on an ad hoc basis over time, with former residential properties commonly found to be in commercial use. In the future, the western edge of the centre's boundary could be extended to include the Piccadilly Cinemas building which would in turn present a defined end to the centre. Buildings around the junction of East Park Road are evidently established in commercial use but remain outside the centre's boundary. The boundary could also be revised to reflect this. The eastern boundary of the centre appears to appropriately reflect the extent of the shopping area, with the warehouse/light industrial building on the corner of Spalding Street forming a natural end the centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Strength – the centre has a very good range of shops and services and provides a popular destination for local residents. • Weakness – the centre does not provide some key facilities or services which often complement a centre of this size, such as banks or a medical centre.



- | | |
|--|--|
| | <ul style="list-style-type: none">• Weakness – the form of the centre stretched along a heavily developed narrow street limits opportunities for any major changes or improvements to the centre.• Opportunity – the centre is in relative close proximity to a number of neighbouring centres.• Threat – many of the shops are within ageing buildings, with limited capacity to be improved or modernised. |
|--|--|



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Leicester City Council & Blaby District Council

Ref: A088154/028.2

Green Lane Road (East)



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,000 © A3

January 2015

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Leicester City Council & Blaby District Council

Ref: A088154/028.1

Green Lane Road (West)



Key

- Local Centre Boundary
- Recommended Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:1,000 @ A3 January 2015

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Green Lane Road / Coleman Road

ADDRESS (and Zone)	Green Lane Road / Coleman Road Zone 8
DESCRIPTION	<p>Green Lane Road / Coleman Road was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).</p> <p>The former centre boundary now contains five retail units, which front onto Green Lane Road directly to the east of its busy junction with Coleman Road (A6030). The shops are located approximately 3km driving distance to the east of Leicester city centre. Housing surrounds the retail area in all directions apart from the north-west, where there is a large employment area.</p>
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Retail units to the west of the retail area



Shops to the east of the retail area



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	None	0
Comparison	1	NATIONAL OPERATORS	TOTAL:
Retail Service	0	William Hill	1
Leisure Service	2		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	0		
Total No. of Uses	5		



USES	The former local centre boundary contains two convenience units, which are a general store and an off licence. An aquatics store provides the only comparison goods unit, whilst there two leisure service units, which are a betting office and a hot food takeaway. We consider the retail units to provide the range of services and facilities that are typically found within a small neighbourhood parade.
PEDESTRIAN FLOWS	We observed only a limited amount of pedestrian activity during our visit at around 11am on Tuesday 19 th May 2015. Green Lane Road and Coleman Road seem to receive a large amount of vehicular traffic but only limited pedestrian through-flow. The shops attracting the most customers were the aquatics store and the general convenience store.
ACCESSIBILITY	Bus stops are located directly outside the shops and 100 metres to the west on Green Lane Road. These are the stopping point of regular bus services in each direction. Having the bus stops in this location provides an opportunity for waiting passengers and those arriving by bus to also visit the shops. The busy roads present a barrier to pedestrian movements, although controlled pedestrian crossings are provided on each arm of the crossroad, which link the shops with the surrounding residential and employment areas. There are no car parking spaces directly in front of the shops, owing to their closeness with the junction, but parking spaces are available further east along Green Land Road. In addition, the shops lack cycle parking facilities.
PERCEPTION OF SAFETY	The main threat of danger coming from the roads. In addition, the large highway width reduces the sense of enclosure and natural surveillance around the shop forecourt. Notwithstanding this, there were no indications that crime is an issue in this location and the area around the shops generally feels safe and secure.
ENVIRONMENTAL QUALITY	The busy road that passes the shops impacts the environmental quality of the area in front of the shops. However, the footway is sufficiently wide to incorporate street furniture and trees, which would help to mitigate the impact of the road and help to enclose the street. Notwithstanding this, the fascias of the retail units are of reasonable quality and the general store's outdoor trading area adds vibrancy to this location. In addition, the two litter bins in the shop forecourt act well to prevent litter from being an issue.
CONCLUSION	Green Lane Road / Coleman Road's former local centre boundary currently contains five retail units. We consider these to have a sufficiently diverse offer and contain the services and facilities that are found within a small neighbourhood parade. We therefore recommend that the shops are re-designated accordingly. In addition, the shops are fully occupied and appear to be in good general health.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – the units are fully occupied and there are bus stops in front of the shops. ≠ Weakness – limited parking availability in front of shops. ≠ Opportunity – to incorporate street furniture, such as cycle hoops and trees, within the shop forecourt to help mitigate against the impact of the road. ≠ Threat – a unit becoming vacant would considerably reduce the retail offer in this location.




Leicester City Council
& Blaby District Council

Ref: A088154/102

Green Lane Road /
Coleman Road

Key

-  Former Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

May 2015

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Guthridge Crescent

ADDRESS (and Zone)	Guthridge Crescent and Imperial Avenue Zone 12
DESCRIPTION	<p>Guthridge Crescent is located 1.5 miles south-west of Leicester city centre within a mainly semi-detached residential area, although Fullhurst Community College is within a five minute walk to the south.</p> <p>There are six retail units located, which are located around the junction of Guthridge Crescent and Imperial Avenue. There seems to be fewer shops than there once was, as some of the former units look to have been converted into residential uses. In addition, two of the six retail units are currently empty. Consequently, Guthridge Crescent has a very limited offer, which primarily caters for the day to day needs of the surrounding community.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Imperial Chippy, Guthridge Crescent



Kesh Wines & Newsagent, Guthridge Crescent



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	Braunstone South Neighbourhood Housing Office designated boundary	(+1)
Comparison	1	NATIONAL OPERATORS	TOTAL:
Leisure Service	2	None	0
Retail Service	0		
Financial & Business Service	0		
Miscellaneous	0 (+1)		
Vacant	2		
Total No. of Uses	6 (+1)		



<p>USES</p>	<p>There are no national operators within any of the six retail units. However, there is a larger convenience store, a fish and chip shop, a cafe and a clothes shop. In addition, there are two vacant retail units, which are currently being marketed for letting. Opposite the parade, there is the Braunstone South Neighbourhood Housing Office, which is a key community facility.</p> <p>Due to the small number of units and the range of goods and services on offer, it is not considered that Guthridge Crescent performs all the functions of a local centre.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity was low when visited around 11.30am on Wednesday 26th November 2014. This was across the whole shopping area and not in any specific location. This may be attributed to the time of day that our visit was conducted, which tends to be a quieter period. In addition, the fish and chip shop was closed, which meant there were only three retail units open at the time of the visit.</p>
<p>ACCESSIBILITY</p>	<p>Overall, accessibility to the shops is reasonably good, as they are located within the heart of a residential area with housing close by in all directions. As such, the shops can easily be accessed on foot. In addition, Guthridge Crescent and Imperial Avenue are very quiet and it is safe and easy to walk between the shops.</p> <p>No cycle facilities were observed during our site inspection, although the surrounding roads are quiet and are well suited for cycling. However, there are bus shelters on either side of Imperial Avenue within 40 metres of the designated boundary. The 16 bus service operates every 15 minutes in each direction to many of the surrounding communities and stops at Imperial Avenue.</p> <p>The centre has good vehicular accessibility with ample available on street parking directly in front of the retail units. The approach roads are quiet and the shops can readily be accessed at all times of day from the surrounding areas by car.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The sense of safety and security around the shops is reasonably good. The area is very quiet and is of residential nature. The buildings are close to the road and, although there are two vacant units and half of the convenience store's frontage was concealed by a closed shutter at the time of our visit, the area around the shops maintains a reasonable level of surveillance.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>There are several aspects of the environmental quality that could be improved. These include the replacement of the concrete bollards, which are not visually pleasing. In addition, encouraging shop owners to open their shutters during hours of operation would also improve the appearance of the shopping area.</p> <p>Some of the shops have wheelie bins within the shop frontage. Relocating these to a less prominent position would improve the visual appearance of the shop fronts, as would the addition of some greenery such as seasonal planting. However, very little litter was</p>



	<p>observed within the shopping area and the environmental quality in all other regards is generally good.</p>
<p>CONCLUSION</p>	<p>Guthridge Crescent is a small parade comprising six retail units. The shops are located within the heart of a residential area and functions as a neighbourhood parade. There is reasonably good accessibility to the shops. In addition, the sense of safety and security and the environmental quality around the shops are also both of a reasonable standard. However, Guthridge Crescent seems to suffer from low levels of pedestrian activity and two of its units are vacant.</p> <p>Given the limited number of units and the limited retail or service offer, we do not consider the Guthridge Crescent to function at the level that would normally be expected within a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – excellent connectivity to the surrounding residential area. ≠ Weakness – low number of shops. ≠ Opportunity – there are two vacant retail units, which present an opportunity to diversify the range of services and facilities. ≠ Threat – further loss of retail units to residential uses.

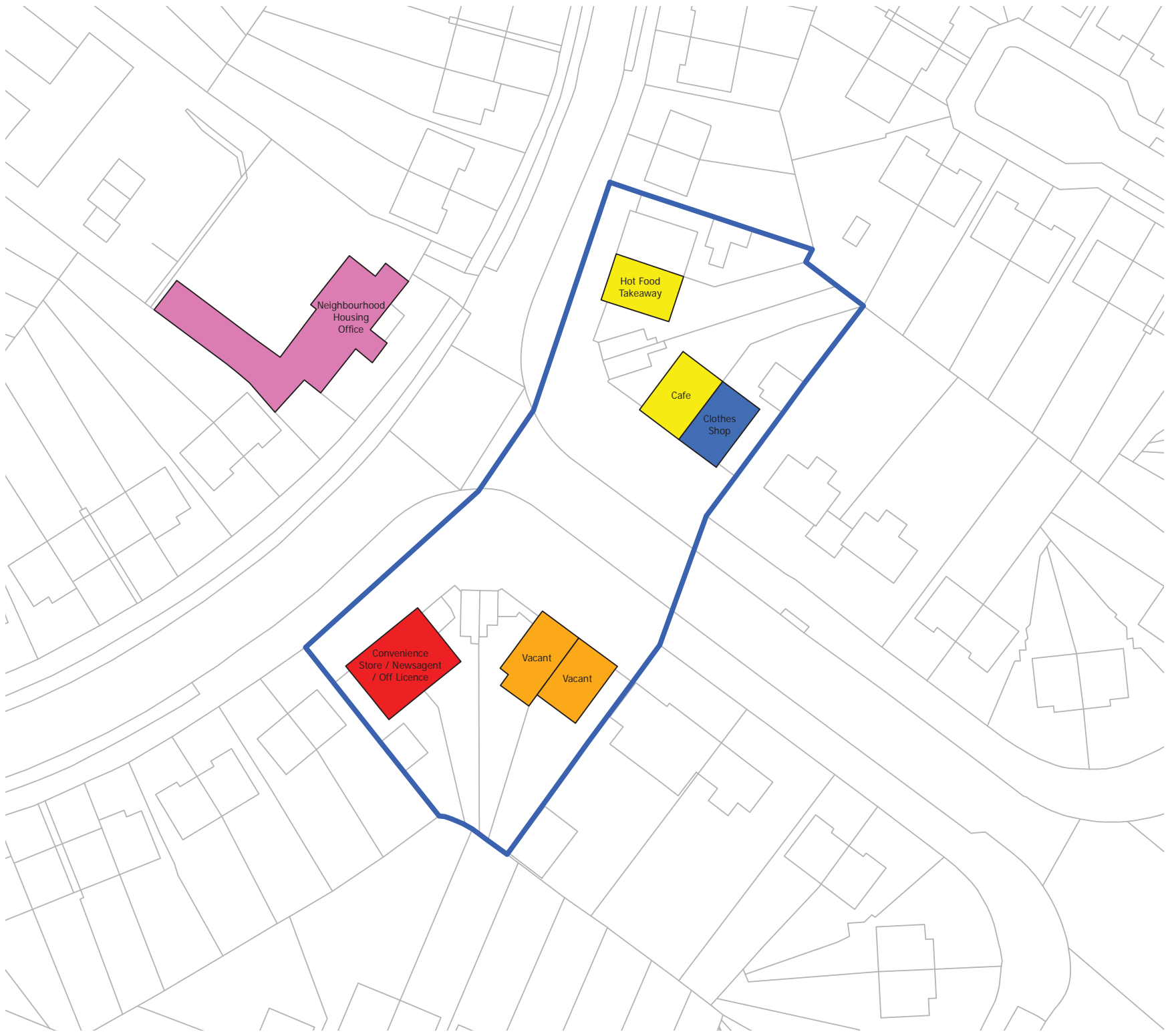


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Leicester City Council & Blaby District Council

Ref: A088154/029

Guthridge Crescent



Key

-  Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

January 2015

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Hamilton

ADDRESS (and Zone)	Maidenwell Avenue Zone 8
DESCRIPTION	<p>Hamilton district centre is a modern shopping development anchored and designed around a Tesco Extra superstore. Alongside the Tesco store is a single parade of six smaller commercial units. The centre also includes Hamilton Library and Learning Centre and the Johnson Medical Practice in modern purpose built accommodation. The centre is served by a large surface car park located directly adjacent to the centre's facilities.</p> <p>The site is accessed from Maidenwell Avenue and is located adjacent to a junction of Leicester outer ring road (the A563, Hamilton Way). The centre is approximately 3.5 miles to the east of the city centre, with Hamilton primarily being a residential area of suburban character. A large area to the north of the centre has relatively recently been developed for housing and now provides a significant number of largely family dwellings.</p>
CURRENT STATUS	District Centre

PHOTOGRAPHS:

Tesco Extra superstore



Adjacent commercial units



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	Library/Learning Centre, Medical Practice (outside boundary)	0 (+2)
Comparison (pharmacy, opticians and phone shop within Tesco)	3	NATIONAL OPERATORS	TOTAL:
Leisure Service (inc cafe within Tesco)	2	Tesco, Co-operative Travel	2
Retail Service	1		
Financial & Business Services	0		
Miscellaneous	1 (+2)		
Vacant	4		
Total No. of Uses	12 +2)		



USES

Hamilton district centre is reliant on a large modern Tesco Extra store which acts to anchor the centre. The Tesco store provides a range of services, including a phone shop, pharmacy and opticians. A cafe is also accommodated within the store. A petrol filling station operated by Tesco is located alongside the car park.

Within the terrace of smaller commercial units located alongside the Tesco store, only two units were found to be occupied at the time of our visit to the centre. The occupants were found to be Co-operative Travel and an independent takeaway business. Hamilton Library and Learning Centre and the Johnson Medical Practice occupy purpose built accommodation to the east of the site.

The Tesco store trades 24 hours Monday to Friday and until midnight on Saturdays. Other than this store's late night trading, there is no evening economy of significance at the centre.

Two thirds of the smaller commercial units alongside the Tesco store are vacant (four of six). Clearly, this is significantly in excess of the current national vacancy rate of 11.4%. Despite the modern accommodation provided, the terrace does not appear to be attractive to prospective tenants. Co-operative Travel occupies two units positioned closest to the Tesco store. The other units are less visible from the car park and as a result appear a less attractive proposition to potential occupants.

The four vacant retail units are all known to be currently available on a 10 year lease for between £17,000 and £20,000 per annum. Units 4 and 5 are identified as currently 'under offer' on the appointed property agent's website.

Hamilton does not provide the variety of shops or businesses which would typically be expected at a district centre. There is no significant retail service or leisure service offer at the centre, which restricts its capacity to attract visitors for such activities. Similarly, no financial or professional services are provided in Hamilton.

Planning permission reference 20140838 granted in May 2014 provides outline consent for the development of three new units to accommodate a public house, a restaurant and a drive through restaurant on a site covering part of the southern end of existing car park. The development of this scheme would introduce leisure and evening uses to the centre.

Activity experienced at the existing commercial terrace of smaller units is considered to be heavily dependent on food shopping trips made to the Tesco superstore. The library and medical centre provide a largely separate draw, fulfilling an unrelated need to that of the local community's shopping requirements. Despite this fact, some degree of linked trips are



	<p>inevitably created between these community facilities and the Tesco store.</p> <p>The closest alternative large foodstore is the relatively recently opened Sainsbury's store on Melton Road, approximately 2.2 miles to the east of Hamilton centre. Tesco's closest large store is found at Beaumont Leys, approximately 5.2 miles away. A smaller Tesco Express store is located on Humberstone Road, approximately 1.5 miles away. Despite the lack of variety in its retail offering, Hamilton is considered to be a popular and important destination for food shopping for the wider community.</p>
<p>PEDESTRIAN FLOWS</p>	<p>The centre is principally accessed by car, with the car park being substantial and very conveniently located. At the time of our visit to the centre at around 2.00pm on Tuesday 28th October, pedestrian movement across the site was heavily focussed towards the entrance of the Tesco store along with trips to the library and medical centre buildings. The smaller retail units evidently experience a very low level of passing footfall, represented in the number of vacant units. This lack of footfall at the north eastern part of the centre was observed during a visit to the site, despite substantial modern housing being located immediately to the north and east of the centre and a pelican crossing linking the housing development with the district centre.</p> <p>Visitors arriving on foot from the public routes to the west and south of the centre were similarly limited in number, with the surrounding busy highways posing a barrier to pedestrian movement.</p>
<p>ACCESSIBILITY</p>	<p>The centre is highly accessible by car, positioned alongside Leicester's outer ring road with comprehensive free car parking provision. Within the site, the pedestrian environment is modern and easy to navigate. Dedicated cycle lanes are incorporated across the site, with good cycle parking facilities.</p> <p>Buses services can be accessed from a bus shelter within Hamilton district centre itself. The number 21 and 40 bus services provide regular services into Leicester city centre via Evington and around the city's outer ring road respectively</p> <p>Travelling to the centre on foot is not a particularly attractive proposition from many of the surrounding locations, with the key roads which connect the centre experiencing fast travelling traffic and forming a barrier to pedestrian access. Equally, Maidenwell Avenue which leads to the centre is not particularly attractive and therefore does not act to promote walking.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The high level of activity and modern street lighting within the car park and surrounding area provides a strong sense of safety for users during daytime and early evening hours. CCTV cameras are installed at the Tesco store.</p> <p>The Tesco store provides the only significant activity into the evening hours, operating 24 hours Monday to Friday and until midnight on Saturdays. At quiet periods, limited levels of</p>



	<p>activity may heighten user anxiety and the potential for crime as the centre is isolated from its neighbouring land uses, with surveillance principally provided by other users.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The environmental quality of the centre is generally high, being modern and well maintained. A comprehensive planting and landscaping scheme has been incorporated enhancing the public realm. The spacious and well ordered pedestrian environment provides a welcoming experience with the overall perception of the centre being clean and free from litter.</p> <p>The exception to this is the parade of smaller commercial units directly to the east of the store. These units are modern in appearance, however, the prevalence of boarded up vacancies (four of six units) impact upon the quality of the centre. It is understood that these units are long term vacancies which detract significantly from the appearance and vitality of the centre.</p>
<p>CONCLUSION</p>	<p>Hamilton district centre does not reflect the composition or level of retailer representation typical of a district centre, with only two national operators present; however, a healthy level of activity is apparent. User interaction and the potential for linked trips is considered weak as a result of the centres limited retailer representation. The centre principally functions as a standalone food superstore with an ancillary comparison offer alongside community facilities provided by the library and medical centre. As a consequence of the small number of commercial units within the centre, Hamilton is not able to offer an extensive range of shops or services and currently does not support an evening economy.</p> <p>Consideration could be given in the future as to the role of Hamilton in the retail hierarchy, and as to if the current district centre allocation is appropriate.</p> <p>The smaller commercial units within the centre appear to be failing and as a consequence detract from the quality of the environment.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Strength – indicators suggest that the centre forms a popular and important food shopping destination for local residents. • Weakness – the centre has a limited retailer representation, dependent on the Tesco store. • Weakness – vehicular traffic is dominant within the centre. • Opportunity – an extant planning permission covering part of the existing car park area is in place for a new A4 public house and two A3/A5 restaurant/takeaway units. If this consent is brought forward, the range of uses and offering at the centre would be diversified. • Threat – a solution is required to secure occupation of the smaller commercial unit and allow the centre to reach its full potential.












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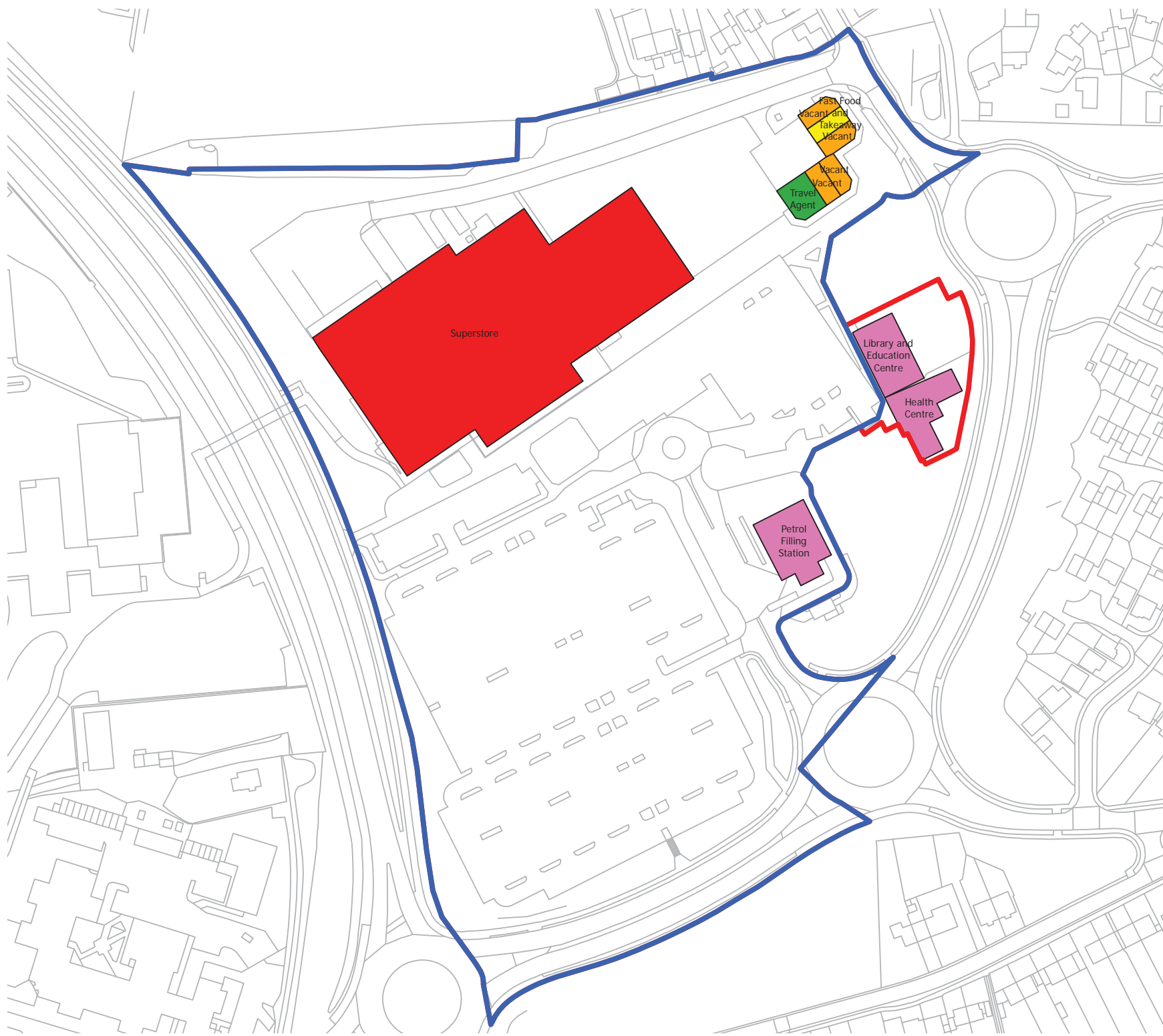
Leicester City Council & Blaby District Council

Ref: A088154/030

Hamilton

Key

-  District Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,500 @ A3

January 2015

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Harrison Road

ADDRESS (and Zone)	Harrison Road and Melrose Street Zone 9
DESCRIPTION	<p>Harrison Road comprises a small number of shop units, the majority of which are accommodated within former residential terrace properties on both sides of Harrison Road, focused around the junction with Melrose Street. The shops are located on a narrow residential street with the surrounding area providing high density housing.</p> <p>Harrison Road is a short distance from Belgrave Road district centre, which is found to the east. Leicester city centre is approximately 1.2 miles to the south.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Shop units, east side of Harrison Road



134-136 Harrison Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2 (+2)	Day Care Centre/Nursery	1
Comparison	2 (+1)	NATIONAL OPERATORS	TOTAL:
Leisure Service	0	None	0
Retail Service	4		
Financial & Business Services	1		
Miscellaneous	1		
Vacant	0		
Total No. of Uses	10 (+3)		



USES	Harrison Road provides convenience shops within small premises, alongside a limited number of specialist comparison shops catering for the Asian market selling fashion goods and retail services which include a hairdressers, beauticians and photographers. All the retailers present are independent businesses, with no national operators.
PEDESTRIAN FLOWS	At the time of our visit at around 4.30pm on Monday 27 th October, pedestrian flows were found to be healthy. Footfall was found to be generated by a combination of shoppers, residents travelling through the area and parents/guardians arriving to collect children from the day care centre/nursery.
ACCESSIBILITY	The location, scale and offer at Harrison Road appears to cater for a localised 'walk in' catchment. No designated parking is provided, with any visitors arriving by car competing for available on street parking spaces with the residents of Harrison Street. The small scale nature of the local area makes access between shops unproblematic. Traffic on Harrison Road is generally slow moving due to the confined street pattern.
PERCEPTION OF SAFETY	Harrison Road has a strong community feel, which is beneficial to the perception of a safe and secure environment. No apparent issues relating from crime or anti-social behaviour were evident in the area.
ENVIRONMENTAL QUALITY	<p>The shops are located in the heart of a densely populated residential estate has a strong community feel. Many of the units retain timber framed frontages, traditional facades, detailing and retractable awnings. These qualities provide a unique quality and character worthy of retention. Shop facades are generally well maintained and in a good condition.</p> <p>The surrounding vicinity is generally devoid of any significant environmental problems such as graffiti or litter.</p>
CONCLUSION	<p>There are 10 units within Harrison Road's existing designated boundary, which provide for the day to day needs of the surrounding community. The centre appears in a healthy state and currently has no vacant units, as well as a healthy level of pedestrian activity. Its environment is also of good quality, as many of the shops have retained traditional frontages and architectural features.</p> <p>Given the small scale nature and relatively limited range of shops and services provided at Harrison Road, the level of provision is not typical of what would normally be expected within a local centre. Consequently, Harrison Road more accurately performs the role of a neighbourhood parade. However, there are two convenience units and a comparison unit that currently sit adjacent to the existing centre boundary and we would recommend that the boundary is extended to include these units. There is also a house within on the inside edge of the existing designated boundary, which we would recommend excluding.</p>
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – the shops were observed to be in a healthy state, with no vacant units and a healthy level of pedestrian activity. ≠ Strength – many of the shops retain traditional shop fronts which add to the visual quality of the area.



	<p>≠ Weakness – limited number of services and facilities on offer, only capable of adequately serving local need and providing accommodation for small scale independent retailers.</p> <p>≠ Threat – units are all small and have limited space and restricted capacity to extend.</p>
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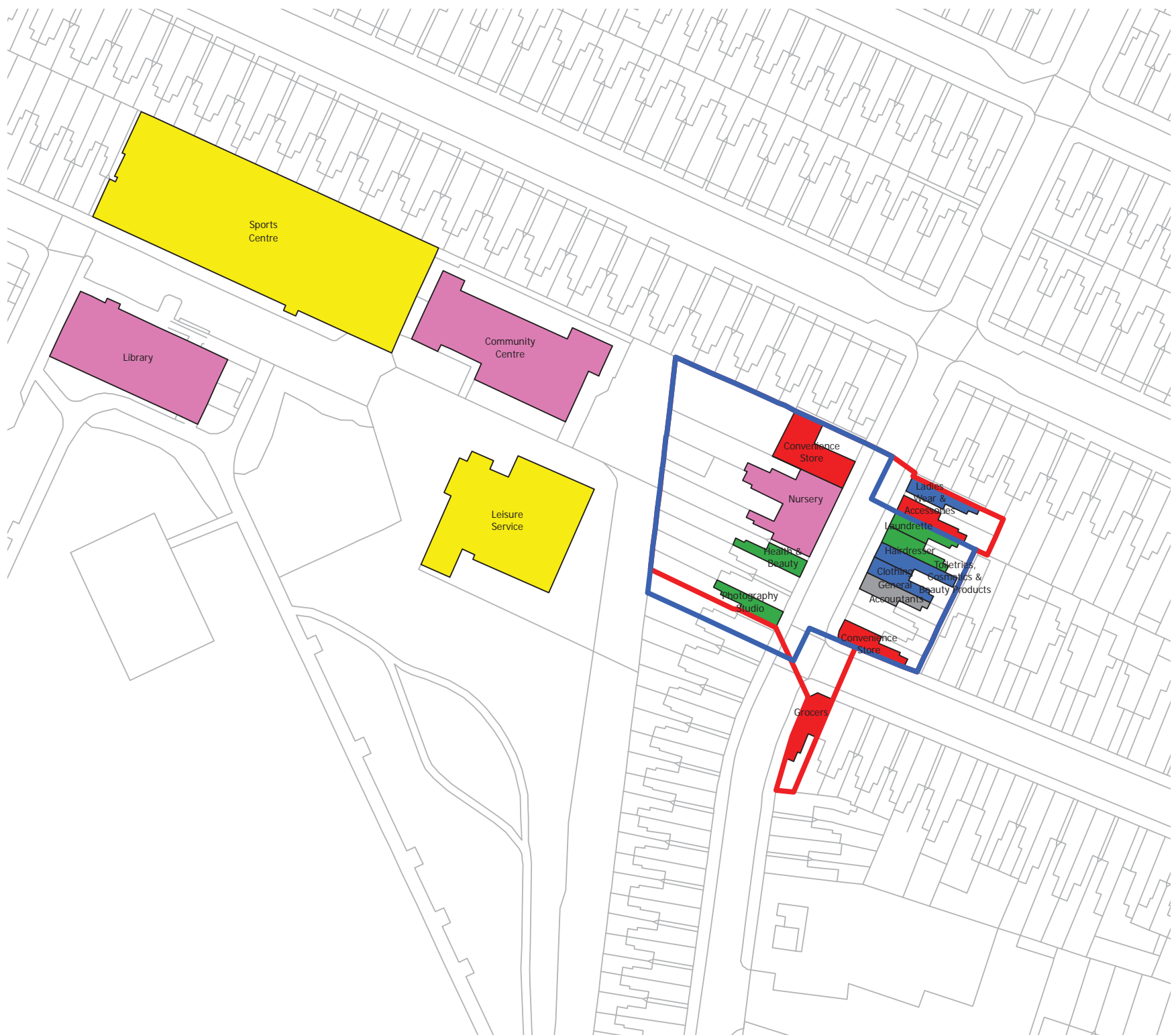


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Leicester City Council & Blaby District Council

Ref: A088154/031

Harrison Road



Key

- Local Centre Boundary
- Recommended Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:750 @ A3

January 2015

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Hartington Road

ADDRESS (and Zone)	Hartington Road Zone 7
DESCRIPTION	Hartington Road has a linear commercial centre formed of 24 retail units, which are located within a dense area of terraced housing in the eastern part of inner-city Leicester. The shops are almost exclusively independent retailers with a variety of operators that serve the needs of the surrounding local community.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Wesley Hall Community Centre



View looking west along Hartington Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	7	None, but community centre on eastern edge of centre	0 (+1)
Comparison	5	NATIONAL OPERATORS	TOTAL:
Retail Service	6 (+2)	None	0
Leisure Service	3		
Financial & Business Services	0		
Miscellaneous	1 (+1)		
Vacant	2		
Total No. of Uses	24 (+3)		



	<p>The centre has a strong convenience offer, with seven out of the 24 stores being within this sector. The convenience operators comprise four general convenience stores, two butchers and a delicatessen. There are also five comparison goods shops, which are all different from one and other. These include a pharmacy, stationer, car accessory shop, phone accessory shop and a charity shop.</p> <p>The retail service sector is also very well represented with six units, comprising two travel agents, two hairdressers / beauty salons, a tailor and a launderette. There are a further two retail service units on the edge of the defined centre boundary, which are both hairdressers.</p> <p>The leisure service sector has a low proportion of units with only three hot food takeaways. In addition, the centre has no financial and business service operators and only two vacant units.</p>
	<p>Pedestrian activity within the centre appeared to be limited when visited around 9.45am on Monday 1st December 2014. People were observed in their highest numbers towards the western side of the shopping area. Conversely, the eastern side of the centre had much lower pedestrian flows. Incidentally, this is the location of the two vacant retail units, which may be a symptom of this phenomenon.</p>
	<p>Although Hartington Road is on a gentle incline, the centre has good pedestrian accessibility and is within easy walking distance of a large number of people. The road is also quiet and vehicles move slowly when passing by. This makes it easy for people to cross the road safely and at their own convenience.</p> <p>No cycle parking or other bike facilities were observed during the site inspection. In addition, there are no public transport stops adjacent to the shops. The nearest bus stops are located on Nedham Street, 210 metres walking distance to the west. These stops are served by the 17 bus services, which operates every 12 minutes.</p> <p>Although Hartington Street has a one way system, accessing the shops via car is quite easy. In addition, although the parking areas are shared with the neighbouring housing, there are free and unrestricted spaces on both sides of the road and parking availability did not seem to be an issue.</p>
	<p>The perception of safety within the shopping area is generally very good. A strong community feel is generated from the well designed public realm around the junction with Vulcan Road, Morely Road and Chatsworth Street. The mixture of terraced housing and shops also adds to this effect. The buildings are very close to the road and there are numerous windows that overlook the street, which all helps to create a strong sense of natural surveillance.</p>
QUALITY	<p>Hartington Road mostly has good environmental quality. The brick paved area around</p>



	<p>Vulcan Road, Morely Road and Chatsworth Street is particularly good. This area incorporates trees, benches and other high quality street furniture. The junction is faced by retail uses on all sides, which creates an attractive shopping environment.</p> <p>Further east, the environmental quality does not achieve the same high standard but it is by no means poor. As already discussed, there are low numbers of vehicle movements along Hartington Road and vehicle speeds are low, which adds to the environmental quality. The only negative aspects in this area are the uncoordinated parked cars on either side of the road, the lack of greenery and that some of the shop frontages could be better presented.</p>
<p>CONCLUSION</p>	<p>Hartington Road's commercial centre is situated within a dense terraced residential area of inner city Leicester. The centre has 24 retail units with a particularly high proportion of convenience and retail service operators. Pedestrian flows are highest around the western side of the parade but there may be an issue in this regard further to the east, where two vacant units are located.</p> <p>In general, the feeling of safety and the environmental quality within the parade are good. The public realm to the west of shopping area is particularly good and pedestrian and vehicle accessibility also both of a good standard.</p> <p>Overall, Hartington Road's commercial centre is in reasonably good health. The current shops are performing well in serving the surrounding community and act as a local centre.</p> <p>There are several retail units on the edge of the defined centre boundary that would usually be considered to be part of the main commercial area, including a community centre. There is therefore scope to extend the centre boundary to incorporate these units.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – seven convenience stores offering a variety of goods. The retail service sector is also very strong. ≠ Weakness – pedestrian flows towards the east of the parade are low. ≠ Opportunity – to improve the environmental quality of the eastern side of the parade. This may improve pedestrian flows in this area. ≠ Threat – further vacancies and turnover to residential uses, which could greatly diminish the offer of Hartington Road's commercial centre.




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Leicester City Council & Blaby District Council

Ref: A088154/032

Hartington Road

Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3

January 2015

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Heyford Road

ADDRESS (and Zone)	Heyford Road Zone 12
DESCRIPTION	Heyford Road is located around 2 miles to the west of Leicester city centre within a largely residential area. However, close by to the north are the railway line and the Sunningdale Business Park. There are five shops, which are split on either side of the junction of Avery Hill and Heyford Road. The buildings that contain the retail units are three storeys high, with ground floor commercial uses and flats above. The shops are located on a moderate incline and to overcome this issue, the retail units have been built over a metre below the level of the road.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Retail units on eastern side of Heyford Road



Retail units on western side of Heyford Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Leisure Service	2	None	0
Retail Service	1		
Financial & Business Service	0		
Miscellaneous	0 (+1)		
Vacant	1		
Total No. of Uses	5 (+1)		



<p>USES</p>	<p>Heyford Road has one convenience unit, which is a general store. There are no comparison goods retailers although there are two leisure service uses, which are a betting shop and hot food takeaway. There used to be two vacancies on the eastern side of the parade, but this was recently reduced to one vacant unit when The Beauty Box opened, which now provides the only retail service unit. There are no financial or business service units and none of the shops have an ATM cash machine. There is also a large veterinary surgery directly to the south of the shops, which is immediately adjacent to the designated boundary.</p> <p>Given the very limited retail or service offer, we consider that Heyford Road's level of provision match that of a small neighbourhood parade.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows were moderate when visited around 12.30pm on Wednesday 26th November 2014. However, pedestrian activity was strongest around the fish and chip shop and convenience store on the western half of the parade. The other half appeared to have less pedestrian traffic and this is where the vacant unit is located. In addition, it was difficult at first glance to determine whether the beauty salon was open, even though it was.</p>
<p>ACCESSIBILITY</p>	<p>Heyford Road is located in close proximity to a large number of houses and accessibility on foot to and from the surrounding residential area is good. Pedestrian accessibility is hampered by the split level between the road and the shops. However, steps are provided and a slope is also provided for less mobile people.</p> <p>No cycle or public transport facilities were observed in front or around the units. The closest bus stops are located on Hinckley Road, which is around 250 metres walking distance to the north, which are served by the 13A, 48, 153 and 158 bus services. However, there is ample free and unrestricted on street parking in front of the units.</p>
<p>PERCEPTION OF SAFETY</p>	<p>Heyford Road's shopping area does not feel particularly safe or secure, which is brought about by several key issues. Primarily, the design and condition of the retail buildings is poor and appears to be somewhat rundown. As discussed, the retail units are also over a metre below the level of the road. As such, the area in front of the units is concealed from view. Views from the housing on the other side of the road are further hampered by the parked cars in front of the units and a guard rail. In addition, the vacant unit and part of the convenience store both have their shutters down permanently, which are considerable security features that further detract from the sense of natural surveillance. As we set out below, the overall environmental quality around the shops is poor, which further adds to the poor perception of safety.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>As discussed above, the design of the retail units is dated and visually unattractive. The area in front of the shops is dark and unappealing for shoppers. Two of the units have shutters permanently closed and the overall quality of the shop frontages is poor. The planted areas have no planting and some of the slabs that make the sides of the planters</p>



	<p>have been knocked over. The large swathes of greened area between the two retail buildings are redundant and negatively impact on the character of the area. Many sections of the black guard rail preventing people from falling over the level variation are missing or damaged. Overall, the environmental quality within and around the retail units is considered to be poor.</p>
<p>CONCLUSION</p>	<p>Heyford Road contains five retail units, which appear to be in fragile health. One of the units is vacant and the remaining units are in a rundown and neglected state. This owes to a number of different reasons but the original ill-conceived design of the parade appears to be a contributory factor. Notwithstanding this, the parade has four active retail units including a convenience store, betting shop, fish and chip shop and a beauty salon. Collectively, we consider these units to function as a small neighbourhood parade.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – location of the units within a large residential area. ≠ Weakness – perception of safety and environmental quality of the area. ≠ Weakness – low number of units, services and facilities. ≠ Weakness – the design of the retail units. ≠ Opportunity – for redevelopment or better use of the redundant area of greenery on Avery Hill. ≠ Threat – further vacancies.



Leicester City Council
& Blaby District Council

Ref: A088154/033

Heyford Road



Key

- Local Centre Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:500 © A3

January 2015

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Hinckley Road

ADDRESS (and Zone)	Hinckley Road Zone 12
DESCRIPTION	This commercial centre comprises a long parade of 35 shops, all of which are on the eastbound side of Hinckley Road (A47). Hinckley Road is a four lane wide dual carriageway arterial route, linking the city centre with Hinckley, Leicester Forest East and the M1 motorway. The shops sit around a mile to the west of the city centre within an area of dense terraced housing.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

On street parking facilities on Hinckley Road



Shops on Hinckley Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	6	None	0
Comparison	4	NATIONAL OPERATORS	TOTAL:
Retail Service	7	Martin's, Londis, Premier, Ladbroke's, Pizza Hut, Post Office	6
Leisure Service	11		
Financial & Business Services	3		
Miscellaneous	0		
Vacant	4		
Total No. of Uses	35		



<p>USES</p>	<p>Hinckley Road local centre has a strong convenience offer with five general convenience stores / off licences and a shoe repair shop. A pharmacy, charity shop, bathroom sales shop and a clothes shop make up the comparison goods proportion of the retail units, which is somewhat limited.</p> <p>In contrast, the 11 leisure service retailers comprise nearly a third of the total number of units. There are six hot food takeaways, a restaurant, sandwich shop, two pubs / bars and a betting shop. The retail service offer is also strong with five health or beauty related service units, a printing shop and a Post Office.</p> <p>There are two estate agents and a loan company, which make up the financial and business service proportion of the units. However, there are also four vacant units, which equate to 11.4% of the total number of units, which is higher than the national average vacancy rate of 9.6%.</p> <p>Given the number of units and the range of goods and services on offer, we consider the shops along Hinckley Road to currently perform the role of a local centre.</p>
<p>PEDESTRIAN FLOWS</p>	<p>There was a good level of pedestrian activity when visited around 4.30pm on Wednesday 26th November 2014. The hot food takeaways were beginning to open and many people were observed stopping off at the various convenience stores, probably on their way home from school or work. The lowest footfall levels were observed towards the far east of the shopping area, which is also the location of a number of vacant units. The highest levels of footfall were observed around the Londis and Premier convenience stores.</p>
<p>ACCESSIBILITY</p>	<p>The parade is located within a dense residential area. Consequently, a large number of people live within walking distance of the shops. However, the four lane wide dual carriageway of Hinckley Road poses a barrier for people living in the houses on the southern side of the road. This road is extremely busy and has a guard rail running down the centre preventing people from crossing. However, there are traffic light controlled crossings in three locations near to the shops, which cater well for desired pedestrian movements at the top, middle and bottom of the shopping area.</p> <p>No cycle parking facilities were observed during the site visit. However, free car parking spaces are provided in bays located in front of some of the shops. There is also free unrestricted on street car parking on the various side streets that adjoin Hinckley Road. However, to access the shops, vehicles travelling on the westbound side of the road have to park on a side street and cross Hinckley Road, as there is no way of turning to park directly in front of the shops or turning back once a vehicle has passed them.</p> <p>There is a good level of public transport provision within the centre with bus shelters on either side of Hinckley Road. These are located close to the main shopping area near to</p>



	<p>Carlisle Street and are served by the 13, 13A, 15, 15A, 48, 152, 153, 154, 158, X1 and X6 bus services, which operate regularly in both directions.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The perception of safety within the centre is relatively good. The row of shops is long and straight and has clear views running along its frontage. The shops have large windows looking onto the street and the forecourt in front of the shops is well-lit. There is also a good level of footfall. These factors combine to create a strong sense of natural surveillance within the shopping area.</p> <p>In addition to the above, we note that only a small minority of units that had their shutters down and there were very few signs of vandalism or heavy-duty security systems, which may otherwise indicate to shoppers that crime is an issue in the area.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>Notwithstanding the impact of Hinckley Road, which is extremely loud, busy and polluting, the centre has a relatively good environmental quality. Indeed, substantial effort has been made to mitigate the impact of Hinckley Road around the shopping area. The retail frontage has an avenue of trees in front of the units along much of its duration, which help to soften the impact of the road and add character and enclosure to the shop frontage. Diagonal parking bays have been used in front of some of the units, which coordinate parked vehicles so as not to clutter the streetscene. The parked cars also provide further screening from the busy road.</p> <p>The area in front of the shops is also well lit and a good standard of street furniture has been used, with high quality bollards, benches and bins. The visual appearance of the majority of the shop facades are also of reasonably good standard. In addition, the terraced buildings that accommodate the shops have some age and add character to the shopping area.</p>
<p>CONCLUSION</p>	<p>Hinckley Road's commercial centre comprises a row of 35 units on the northern side of Hinckley Road (A47). There is a strong convenience, retail service and leisure service offer. However, the centre suffers from a significant number of vacant units. Notwithstanding this, the centre appears to be in reasonably good health, with fairly high levels of footfall across most of the retail frontage. The shopping area also has good accessibility and perception of safety. Although the dual carriageway Hinckley Road has a big impact of the centre's environmental quality, the clever use of street furniture, parking bays and trees has been used to minimise its impact. Taking all of the above into consideration, we consider that Hinckley Road currently performs at the level of a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – large number of retail units, which provide a variety of services and goods. ≠ Strength – the mitigation measures used to minimise the impact of the A47. ≠ Weakness – cycle parking facilities. ≠ Weakness – lower footfall levels around the far east of the shopping area. ≠ Opportunity – there are several vacant units. ≠ Threat – increasing level of vacancy within the parade.



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Leicester City Council & Blaby District Council

Ref: A088154/034

Hinckley Road



Key

-  Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3

January 2015

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Home Farm/Strasbourg Drive

ADDRESS (and Zone)	Home Harm Close and Little Wood Close Zone 10
DESCRIPTION	Home Farm is a mid-sized local centre located approximately 2.5 miles north of Leicester city centre. Home Farm constitutes a number of buildings of different ages, forms and scales which have been developed in a piecemeal fashion to form the centre. The shopping environment stands around pedestrianised walks which meet at a central square. Car parking is provided in separate locations at both the front and rear of the centre. The form and layout of the centre serves to provide it a unique character.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Facilities at centre



Home Farm Square



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	3	Health Centre, Neighbourhood Centre, Sure Start, Dental Surgery	2 (+2)
Comparison	1	NATIONAL OPERATORS	TOTAL:
Leisure Service	0	Premier	1
Retail Service	0		
Financial & Business Services	0		
Miscellaneous	3 (+4)		
Vacant	0		
Total No. of Uses	7 +4)		



<p>USES</p>	<p>Home Farm provides a very limited retail offer which comprises a 'Premier' convenience store, butchers, newsagents and a pharmacy.</p> <p>The centre has a strong community element, with a number of key community services provided. At the rear of the centre is the modern Beaumont Leys Health Centre building. The shopping parade itself incorporates a youth training and employment advice office, a dentists and a local housing office. Unity Boxing Club is also located within the centre. In recent years, new facilities have been refurbished/developed to provide a Sure Start centre and the Home Farm Neighbourhood Centre, which stands outside the centre's boundary. A children's playground is also located immediately to the east.</p>
<p>PEDESTRIAN FLOWS</p>	<p>A visit to the site was made at around 12.30pm on Monday 27th October. A modest level of pedestrian movement and activity was recorded on site, mostly focused around the 'Premier' convenience store and trips to the health centre. Users were found to be utilising both the car parks at the front and rear of the centre. Pedestrian activity in the wider area outside the centre boundary was generally found to be relatively limited. Some local residents were observed to be utilising the pedestrianised environment of the local centre as a preferred route across the local area.</p>
<p>ACCESSIBILITY</p>	<p>The pedestrianised walkways provide a pleasant environment for users within the centre. The location of the centre, being somewhat hidden from the passing highways and located some distance from residential properties means that Home Farm is not particularly well integrated into its surroundings.</p> <p>Ample car parking of a good quality is provided at the front and rear of the centre, and there is a further overflow car park to the east. The number 54 and 154 bus services can be accessed next to the centre on Strasbourne Drive and Tiling Road, providing a regular service to Beaumont Leys district centre and Leicester city centre.</p>
<p>PERCEPTION OF SAFETY</p>	<p>Home Farm generally provides a good perception of safety during day time hours, helped by local residents using the pedestrian walkways to cross the centre and the well maintained physical environment. During the evening hours perceptions of safety may well be less favourable as few of the land uses are likely to attract visitors beyond the late afternoon and as a consequence there will be a limited level of natural surveillance in the area.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The unique layout and character of Home Farm provide for an interesting and largely attractive environment, surrounded by mature trees and vegetation. Recent investment in the centre is evident through public realm improvements and the refurbished Sure Start and neighbourhood centre buildings. The pedestrianised walkways offer a secluded environment and respite from vehicular traffic. Aspects of the environment however do detract from the visual amenity of the area, notably the blank elevations of the 'Premier' store and vacant/under used land within the centre itself.</p>
<p>CONCLUSION</p>	<p>Home Farm provides a small number of shops which appear to serve localised convenience</p>



	<p>shopping needs. The centre has a strong focus on community uses with recent investment apparent to upgrading the environmental quality of the centre.</p> <p>The community uses in place such as the health centre and Sure Start centre represent key resources for the community which allow this centre to function foremost as a location to access health, family, tenant and employment services. In summary, it is considered that the centre provides a shopping and service offering broadly typical of its role as a small scale local centre.</p> <p>The health centre and neighbourhood centre buildings are currently outside the local centre boundary and consideration could be given in the future to revising the local centre boundary.</p>
KEY ISSUES/SWOT	<ul style="list-style-type: none">• Strength – the centre provides a good range of valuable community uses accommodated in quality buildings.• Weakness – the shopping offer is limited, capable of serving only local 'top up' convenience needs.• Opportunity – plots exist at the centre which may provide opportunities for further investment and development.

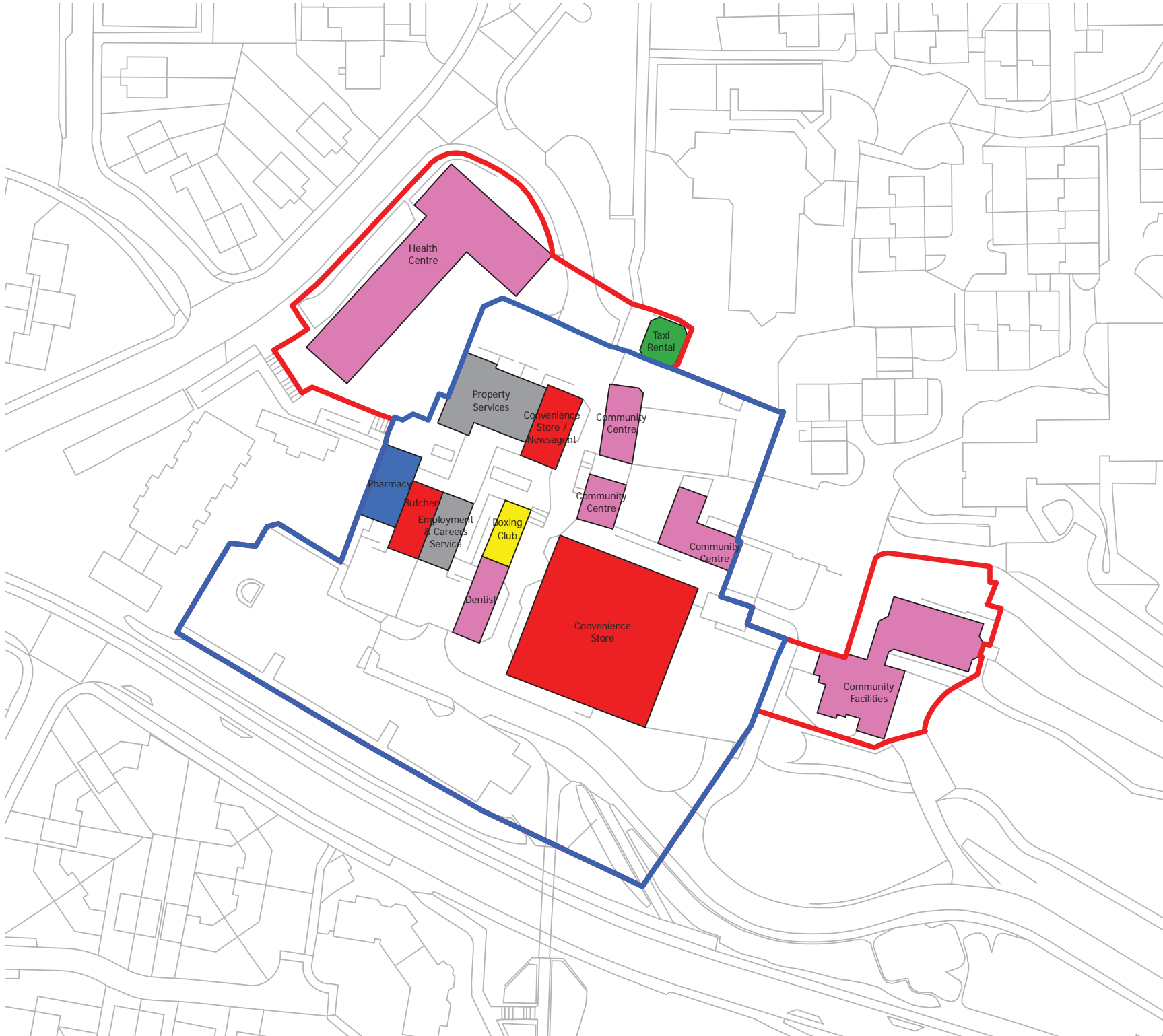


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Leicester City Council
& Blaby District Council

Ref: A088154/035

Home Farm, Strasbourg Drive



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3

January 2015

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Humberstone Road / Farringdon Street

ADDRESS (and Zone)	Humberstone Road Zone 7
DESCRIPTION	<p>The Humberstone Road / Farringdon Street comprise two short parades of shop units located on the northern side of Humberstone Road. The shops are approximately one mile to the east of Leicester city centre, built alongside a main arterial route into the city. The larger Uppingham Road district centre is found approximately 0.6 miles to the east, further along the main road.</p> <p>Ground floor units generally small in size face onto the busy main road, with residential accommodation on the upper floors. The businesses are generally independent retailers with the exception of a Costcutter convenience store.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Costcutter, Humberstone Road



Humberstone Road Parade



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	4	None	0
Comparison	2	NATIONAL OPERATORS	TOTAL:
Leisure Service	2	Costcutter	1
Retail Service	1		
Financial & Business Service	1		
Miscellaneous	1		
Vacant	2		
Total No. of Uses	13		

USES	The shopping parade accommodates a relatively small number of predominantly
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	<p>independent businesses, which provide convenience goods and local services alongside a number of specialist retailers. In summary, the shopping parade provides a Costcutter convenience store, a number of hot food takeaways, two specialist foreign foods stores, a hairdressers, tattoo parlour, accountants and a shop fittings stockist.</p> <p>A larger single storey building, detached from the shopping parades, provides accommodation for a vehicle spares and accessories retail business along with a body repair garage.</p> <p>To the north of the shops is an area of high density terrace housing. To the west, a number of light industrial businesses are located. The Merlyn Vaz Health and Social Care Centre is situated on the opposite side of Humberstone Road, a short distance from the shops.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows and the number of users accessing the shops and facilities was observed to be low when a visit was undertaken at around 4.00pm on Tuesday 11th November. This was completed mid-week during late afternoon, at what would ordinarily be expected to be a relatively busy time. A number of the businesses were found to be closed at this time, reflective of their main activity being focused during evening and weekend hours.</p> <p>The focus of pedestrian movements was around pedestrians seeking to access bus services available from Humberstone Road.</p>
<p>ACCESSIBILITY</p>	<p>The busy highway facing the shopping parade provides a physical barrier to local residents wishing to access the services from the opposite side of the road. Pelican crossing points are in place to allow pedestrians to navigate across this road. However, the busy traffic environment does not create a pleasant or inviting environment.</p> <p>Bus stops are conveniently located on both side of the road immediately outside the shopping parade. The number 38, 53, 56, 58 and 747 bus services can be accessed conveniently from the shops. These provide regular services to the city centre and destinations to the east including Uppingham, Evington and Hamilton.</p> <p>A very limited number of parking spaces are available in front of the Costcutter store. Alternatively, people accessing the shops by car are restricted to parking on the residential side streets behind the shopping parade. However, there are no designated cycle parking facilities.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The activity provided by passing pedestrians and vehicular traffic ensures a level of surveillance and security. The poor condition of some of the shop units and evident examples of graffiti alongside security shutters frequently being utilised reflect badly on the appearance of the shops.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The shop units are generally in a relatively poor condition with a number of units not well maintained. Furthermore, at the time of our survey, two units were vacant and further</p>



	<p>units were closed, resulting in the perception that the area around the shops has a poor environmental quality. This perception is also exacerbated by the high levels of vehicular traffic passing the parade, which in turn does not result in attractive surroundings for shoppers.</p>
<p>CONCLUSION</p>	<p>Humberstone Road has 13 shops, which provide a limited retail and service offer, which caters for convenience top-up shopping, as well as some more specialist retailers and service providers. The presence of a number of specialist businesses may in part be a reflection on the failings of the parade to attract and retain customers to this location for more typical local goods and services that are better met in other locations. The environmental quality around the shops is also relatively poor and there is a lack of convenient parking opportunities.</p> <p>There is a comparison good unit to the west of the existing centre boundary that we would normally consider to be included within the boundary. We therefore recommend that the boundary is extended to include this unit. However, given the limited scale and format of this destination, we consider that Humberstone Road / Farrington Street performs the role of a neighbourhood parade.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Weakness – lack of convenient parking opportunities. ≠ Threat – vacant units and the poor visual appearance of existing shop fronts. ≠ Opportunity – the busy highway alongside the shops provides opportunities to attract passing trade.



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Leicester City Council & Blaby District Council

Ref: A088154/036

Humberstone Road / Farringdon Street



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

January 2015

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Humberstone Village

ADDRESS (and Zone)	Main Street Zone 8
DESCRIPTION	<p>Humberstone Village local centre largely comprises a short parade of shops on the southern side of Main Street. The centre is located 2.6 miles east of Leicester city centre within a traditional suburban setting. The shopping parade is split across two terraces adjacent to each other. A three storey building set back from the highway provides six ground floor commercial units. A two storey terrace of originally residential properties provides a further four commercial units. A number of marked on street parking spaces are available in front of the shopping parade.</p> <p>The centre provides a limited number of independent shops and services within the Humberstone Village setting. Outside the centre's boundary and opposite the shopping parade on the northern side of Main Street is St Mary's Church. Also outside the boundary is the Humber Stone public house and the Royal British Legion club.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Shopping Frontage on Main Street



Shops in Humberstone Village



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	Pub, Church, Social Club (outside centre boundary)	0 (+3)
Comparison	0	NATIONAL OPERATORS	TOTAL:
Leisure Service	3 (+2)	None	0
Retail Service	3 (+1)		
Financial & Business Services	0		
Miscellaneous	+1)		
Vacant	1		
Total No. of Uses	9 +4)		



<p>USES</p>	<p>The shopping parade is formed of two local convenience stores, three hairdressers, two takeaways and a cafe. There is currently one vacant units on the parade. The centre provides a limited retail offer focused around convenience top-up shopping, supported by local service uses. Outside the centre's defined boundary are St Mary's Church, a car repairs/servicing garage, The Humber Stone public house, which was closed at the time of our site visit) and the Royal British Legion Club. The centre is thought to be located in the traditional heart of Humberstone Village and is largely surrounded by residential properties.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian flows were found to be healthy at the time of our visit to the centre at around 4.30pm on Tuesday 28th November. Pedestrian activity was focused around the bus stop positioned in front of the shopping frontage, with a number of waiting passengers. The number of pedestrians visiting the shops within the parade was found to be relatively modest, thought to be partly a consequence of a number of the businesses being closed in the late afternoon period when a visit to the site was undertaken.</p> <p>The limited parking available and the local setting of the centre encourages trips to be made on foot rather than by car. The pavement area in front of the main shopping terrace has been widened, providing a space which is used for informal interaction and by those waiting for buses.</p>
<p>ACCESSIBILITY</p>	<p>In front of the main shopping frontage there is unrestricted parking provision for around four cars within designated markings. Additional on street parking is available along Main Street, as well as the neighbouring residential streets. No traffic or congestion issues were evident at the centre.</p> <p>A wide expanse of pavement in front of the main shopping parade potentially provides for good pedestrian access. However, this area is interrupted by street furniture and planters which clutter the space. Level access is available to the majority of shops at the centre.</p> <p>The number 38 and 58A bus services are available from the centre, providing regular services to the city centre and Hamilton.</p>
<p>PERCEPTION OF SAFETY</p>	<p>Humberstone Village generally provides the perception of a safe and welcoming environment, largely as a reflection of the wider residential surroundings. Consistent pedestrian activity and regular traffic along High Street which passes directly in front of the shopping parade encourage a healthy level of surveillance. Car parking provision is in clear view by shoppers and passers-by alike, reducing the potential for vehicle crime. The public realm is generally well lit.</p> <p>CCTV cameras monitor the pedestrian area directly in front of the convenience store which is located towards the eastern end of the shopping parade, as would be expected for a store open late into the evening such as this. A number of the existing retail uses at Humberstone Village do not open beyond the afternoon and therefore at later times of the day, the area may feel slightly less secure.</p>



<p>ENVIRONMENTAL QUALITY</p>	<p>Humberstone Village and the surrounding area has a village atmosphere as a result of the shopping centre's location at heart of the traditional village centre, adjacent to the church. The centre itself largely contains small units, some of which are not particularly attractive in appearance. This is particularly the case for the eastern terrace of units in which shop fronts vary in length and fascia design. The appearance of shuttered units in the late afternoon, as well as the vacant former newsagents unit, detract from the vibrancy of the centre and its overall appearance.</p> <p>The pedestrian environment is relatively clean and free from litter and evidence of graffiti. However, the public realm appears somewhat tired and would benefit from being upgraded, with planters and street furniture cluttering the pedestrian space in front of the parade. On balance, however, the overall shortcomings of the environment do not appear to dissuade users from using the centre.</p>
<p>CONCLUSION</p>	<p>Humberstone Village is a small centre comprising a limited number of units across a shopping parade divided between two terraces. The range of goods and services available is limited, with the centre only capable of serving top-up shopping and the local service needs of the directly local population. As such, it is considered that the destination falls short of providing the level of provision typically consistent of a local centre.</p> <p>The centre's commercial units are generally of a poor quality with a perception of multiple vacancies due to businesses being closed with security shutters in place at times later in the day and evening.</p> <p>Outside the centre's boundary, the village church, the Humber Stone public house and the Humberstone Royal British Legion Club act to encourage visits to the centre. Despite its shortcomings, the centre experiences healthy levels of pedestrian activity and benefits from passing top-up trade.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Weakness – Humberstone Village has a very limited offer, with the repetition of services such as hairdressers and hot food takeaways not helping to provide a diversity of uses. • Weakness – a perception of multiple vacancies occurs due to a number of shops/businesses being closed in the late afternoon and early evening. • Threat – the potential for further units to fall vacant could further exacerbate concerns in respect of environmental quality.



Leicester City Council
& Blaby District Council

Ref: A088154/037

Humberstone Village



Key

-  Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

January 2015

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Keightley Road

ADDRESS (and Zone)	Keightley Road Zone 12
DESCRIPTION	Keightley Road was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006). Keightley Road's shops are located within a residential area approximately 4km driving distance to the north-west of Leicester city centre. The former centre boundary is split into two parts, which are separated by a row of 10 houses. There were previously eight retail units but three of these have since been converted into residential dwellings.
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Shops within the eastern half of Keightley Road



Shops within the western half of Keightley Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	None	0
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	1	Post Office	1
Leisure Service	1		
Financial & Business Services	0		
Miscellaneous	0		
Vacant	2		
Total No. of Uses	5		



USES	The former local centre boundary contains a general store, a Post Office and a hot food takeaway, which are the only respective convenience, retail service and leisure service units. The two remaining units are empty and appear to have been vacant for some time. We consider the retail units to lack the diversity of uses that would normally be expected within a neighbourhood parade.
PEDESTRIAN FLOWS	We observed only a limited amount of pedestrian activity during our visit at around 12.30pm on Tuesday 19 th May 2015. Being a quiet residential street, Keightley Road does not receive high levels of pedestrian through-flow. The Post Office seemed to be attracting the most customers, although the hot food takeaway was closed at the time of our visit.
ACCESSIBILITY	The shops are most easily accessed on foot or by car. There are parking bays directly in front of the retail units and the connecting roads are largely free of vehicular traffic. However, the shops are located within walking distance of a large population and there is reasonably good pedestrian connectivity with the surrounding area. The nearest bus stops are located approximately 250 metres to the south on Charnor Road. These are quite disconnected from the shops and we do not expect that many people travel to the shops using public transport. However, we do anticipate that people arrive by bicycle but the area lacks cycle parking facilities.
PERCEPTION OF SAFETY	Keightley Road is a quiet residential area that generally feels safe and secure. The two vacant units both had their shutters down at the time of our visit, which does reduce the sense of surveillance around the shops. However, the area is fairly well maintained and does not show indications that crime may be an issue.
ENVIRONMENTAL QUALITY	The shops are set back from Keightley Road by a wide footway and a parking bay. This area lacks greenery or street furniture, which would otherwise make a positive contribution to its character. Notwithstanding this, the shop forecourts appeared to be clean and tidy at the time of our visit and we did not note any issues that were of particular concern.
CONCLUSION	Keightley Road has a very limited retail offer that lacks the services or facilities that would normally be expected within a neighbourhood parade. We therefore recommend that the shops remain undesignated. In addition, there are two vacant units and the area appears to suffer from low levels of pedestrian activity. However, interventions could be made to improve the visual appearance and usability of the shops.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – within walking distance of a large population. ≠ Weakness – low pedestrian activity and two vacant units. ≠ Opportunity – to incorporate street furniture within the shop forecourt, such as cycle hoops and trees, which would improve the character of this area. ≠ Opportunity – to bring in new retailers into the two vacant units, which would increase the attraction of this location and generate more linked shopping trips. ≠ Threat – conversions of the vacant retail units into residential dwellings.




Leicester City Council
& Blaby District Council

Ref: A088154/103

Keightley Road

Key

-  Former Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

May 2015

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King Richard's Road

ADDRESS (and Zone)	King Richard's Road Zone 12
DESCRIPTION	<p>The retail centre on King Richard's Road is located 600 metres west of the city centre and comprises a terrace of 17 retail units. An area of dense modern inner city housing with terraced housing surrounds the centre further afield.</p> <p>King Richards Road (A47) is an extremely busy arterial route that connects the city centre with west Leicester, Leicester Forest East and the M1 motorway. At the point where it meets the shopping area, the road is four lanes wide and has a junction with Glenfield Road. The retail units are all located on the northern side of the road and have a limited wait parking bay directly in front of them.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

View looking eastwards along King Richard's Road



Bazaar Mart, King Richard's Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	5 (+1)	None	0
Comparison	4 (+1)	NATIONAL OPERATORS	TOTAL:
Retail Service	3 (+1)	None	0
Leisure Service	3 (+2)		
Financial & Business Services	2		
Miscellaneous	0 (+1)		
Vacant	0		
Total No. of Uses	17 (+6)		



<p>USES</p>	<p>Nearly a third of the units are convenience stores. These include a greengrocer, butcher and three general convenience stores. Although there are four comparison goods shops, the offer is limited to shops selling DIY and home improvement products.</p> <p>There are three retail service units, two of which specialise in health and beauty services with the third being a vehicle rental centre. The leisure service offer is limited to three units that all sell food, two of which are hot food takeaways and the third is a cafe. There are only two financial and business service units, which are an estate agent and an insurance sales office. There were no vacancies at the time of the site inspection.</p> <p>Given the number of retail units and the range of goods and services on offer, we consider that the shops along King Richard's Road currently function at the level of a local centre. However, adjacent to the defined centre boundary are the Crows Nest public house and Mick and Den's furnishings. There is also a further small parade of four units on Glenfield Road. These are main town centre uses that form a more or less continual retail frontage with the shops in King Richard Road's existing centre boundary. There is therefore scope to extend the centre boundary.</p>
<p>PEDESTRIAN FLOWS</p>	<p>The pedestrian flows were fairly low when visited around 9am on Thursday 27th November 2014. However, many of the shops were just opening up and it was observed that those that were open had a healthy number of customers. In addition, the hot food takeaways were closed. Pedestrian flows were highest on the eastern side of the parade and lowest around Mark's Electrical / the Miela Centre.</p>
<p>ACCESSIBILITY</p>	<p>The centre is located within a dense residential area and is within easy walking distance of a large number of people. However, King Richard's Road is a considerable barrier to pedestrian movement. Notwithstanding this, there are traffic light controlled pedestrian crossings close to either end of the parade, which were seen to be well used at the time of the visit.</p> <p>No cycle parking facilities were observed during the visit. However, there is free limited waiting car parking in front of the retail units and further additional parking on Kate Street, which runs to the rear of the centre.</p> <p>There is also excellent provision of public transport, with bus shelters located close to either end of the parade. These are served by the 12, 13A, 15, 48, 152, 153 and 158 bus services, which provide regular services in each direction of King Richard's Road and along Glenfield Road.</p>
<p>PERCEPTION OF SAFETY</p>	<p>We consider that the feeling of safety within the centre is only moderate. The buildings and street furniture appear to be tired and rundown. There is small scale graffiti on some of the walls. In addition, some units have heavy duty security features, such as the razor wire across the roof of Bale Insurance. The vast road width of King Richard's Road also means</p>



	<p>that the retail frontage is effectively enclosed on one side only and the centre fails to achieve a strong sense of natural surveillance.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>King Richard's Road has a major impact on the centre's environmental quality, both in terms of the continuous flow of heavy traffic that passes by and the vast size of the road, which detracts from the appearance of the retail frontage.</p> <p>The centre also has an almost complete lack of greenery. In addition and as already discussed, several of the shop frontages appear to be rundown. Overall, there is room for improvement.</p>
<p>CONCLUSION</p>	<p>King Richard's Road comprises a small parade of 17 units. The centre a number of shops providing key services to the surrounding residential community. However, there are also several units that sell specialist comparison goods that are unsuited to city centre locations. The centre is in reasonable health as although the units are fully occupied, although there is room for improvement of the environmental quality and perception of safety around the shopping area. Notwithstanding this, the centre is fairly accessible and reasonable levels of footfall.</p> <p>There is scope to extend the centre boundary to include the adjacent public house, furniture sale room and small parade of four units on Glenfield Road. However, in its current form, the centre currently functions as a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – strong convenience provision. ≠ Strength – busy road provides a great deal of passing trade. ≠ Weakness – environmental quality and perception of safety could be improved. ≠ Opportunity – to incorporate some greenery within the centre, which has been used to good effect within other centres elsewhere in the city to screen busy roads and mitigate against their impact. ≠ Opportunity – to enhance the shop frontages and improve the general appearance of the shopping environment. ≠ Threat – further deterioration in the environmental quality could result in reduced levels of footfall and the centre becoming less viable.

Lanesborough Road

ADDRESS (and Zone)	Lanesborough Road and Melton Road Zone 9
DESCRIPTION	<p>Lanesborough Road is located alongside the key arterial road of the A607, Melton Road, and comprises a small parade of shop units at the junction of Lanesborough Road and Melton Road. The shops are located approximately 1.7 miles to the north of the city centre and are within a short walk of Belgrave Road/Melton Road district centre, which is located to the south.</p> <p>The parade is set back from the main highway behind a lay-by which provides access and parking opportunities. The shop units are occupied by small independent businesses.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Southern end of parade



Northern end of parade



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	Pub (outside designated boundary)	(+1)
Comparison	0	NATIONAL OPERATORS	TOTAL:
Retail Service	0	None	
Leisure Service	2 (+1)		
Financial & Business Services	1		
Miscellaneous	0		
Vacant	2		
Total No. of Uses	6 (+1)		



<p>USES</p>	<p>The surrounding area is mixed in character, with neighbouring land uses including residential streets to the west, offices and light industrial units to the north, and the Belgrave Road/Melton Road district centre to the south. Opposite the shopping parade is Rushey Mead Secondary School. A pub is also found opposite the shopping parade across Lanesborough Road.</p> <p>There is a relatively limited convenience and local service offering, including a newsagents, estate agents, restaurant and a fast food takeaway. However, two of units were vacant at the time of our visit.</p>
<p>PEDESTRIAN FLOWS</p>	<p>We visited Lanesborough Road around 5.00pm on Monday 27th October. At this time footfall and activity was found to be very limited, with only the newsagents and estate agency open for business during daytime hours. As such, the shops on the parade appear to operate independently of each other, with the parade not realistically providing critical mass of different uses which would be able to support linked trips.</p>
<p>ACCESSIBILITY</p>	<p>The lay-by directly in front of the shopping parade provides convenient and free parking provision which should meet the needs of most visitors. The visible location of the shops along a key route into and out of the city centre should help to encourage passing trade.</p> <p>Lanesborough Road is located on a main bus corridor along Melton Road, which ensures convenient access to local bus services. Pelican crossing points provide safe crossing points around the junction of Melton Road and Lanesborough Road.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The pedestrian environment is generally safe with respect to traffic, being set back from the main highway. Vehicular traffic on the lay-by in place in front of the shopping parade tends to be slow moving.</p> <p>A limited level of natural surveillance is provided from the upper floor residential windows above the shopping parade which overlook the streetscene, as well as from within the shop units themselves. However, the area around the shops is generally open and feels safe and secure.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The shop units are generally in a good condition. However, the environmental quality is adversely impacted upon by the adjacent busy highway and associated noise. The area around the shops does not suffer from any other significant environmental concerns which are affecting its ability to function successfully, except for the two vacant units.</p>
<p>CONCLUSION</p>	<p>This small terrace of shops appears to be struggling to attract activity, demonstrated in the presence of vacant units and a limited pedestrian footfall. It is not considered that the small number of shops provide an offer comparable to a local centre, and more accurately function as a neighbourhood parade.</p> <p>The close proximity of the parade to the extensive offering provided a short walk away along Melton Road is evidently a contributing factor to the location not representing a</p>



	particularly attractive option for businesses or customers alike.
KEY ISSUES/SWOT	<ul style="list-style-type: none">≠ Strength – the shop units and public realm are generally in a good condition.≠ Weakness – the parade of shops appears to be experiencing a limited level of footfall.≠ Weakness – the small number of shops in place limit the parade's capacity to successfully draw customers.≠ Threat – vacancies and a lack of activity may encourage the existing businesses to relocate.

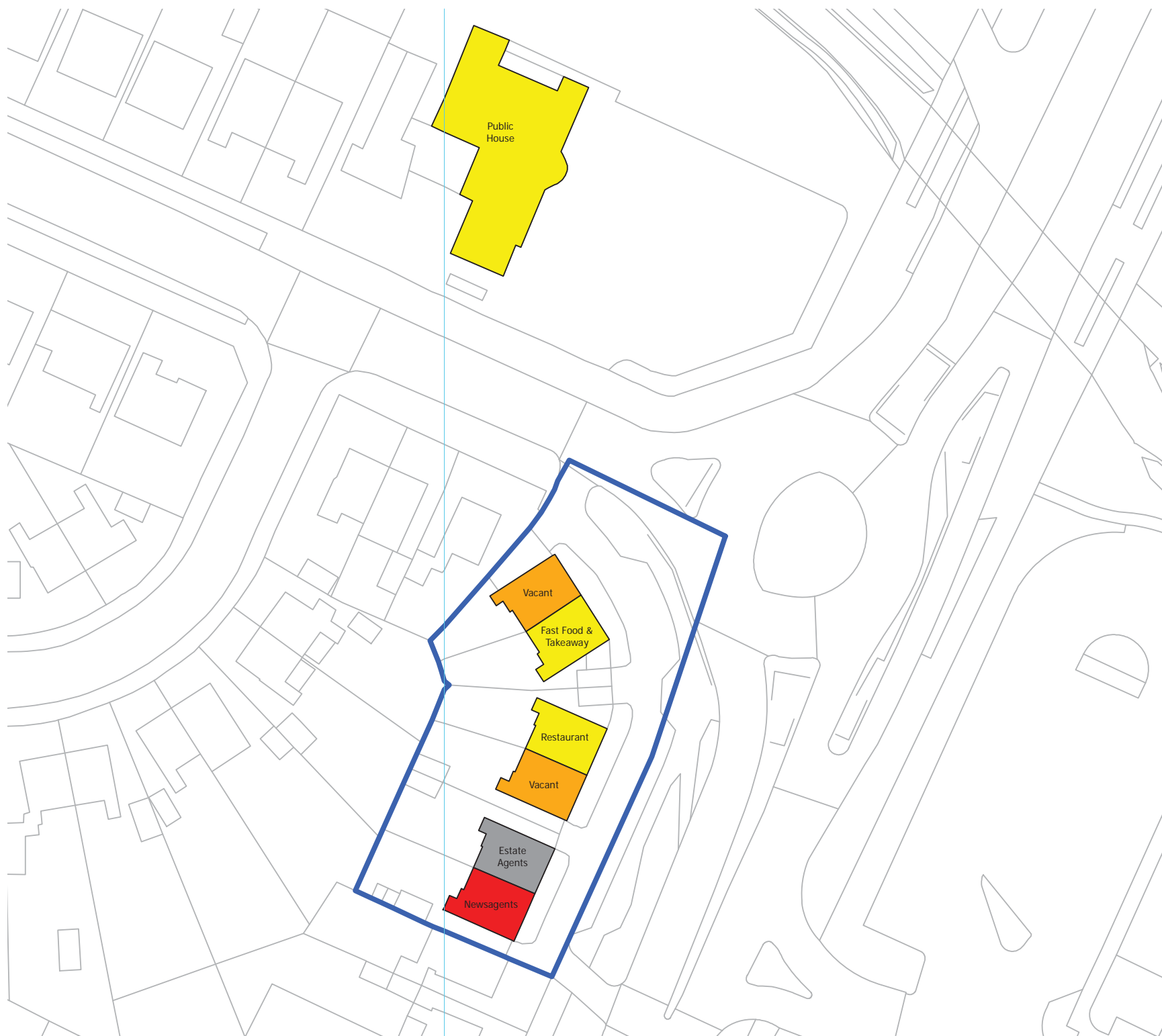


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Leicester City Council
& Blaby District Council

Ref: A088154/039

Lanesborough Road



Key

-  Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

January 2015

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Lockerbie Walk

ADDRESS (and Zone)	Dunblane Avenue Zone 9
DESCRIPTION	<p>Lockerbie Walk is located approximately 2.5 miles north east of Leicester city centre, adjacent to Gleneagles Avenue. It comprises a 1970s purpose built parade of units, with residential accommodation above which presents its side elevation to Gleneagles Avenue. The shop units face onto a partly covered pedestrianised walkway which in turn overlooks the centre's car park which is on a lower level. The Royal Leicester public house is positioned on the end of the terrace of units. Enclosing the car park space are Rushey Mead Library and mature trees which line Gleneagles Avenue. To the rear of the library is Rushey Mead Health Centre housed within a separate single storey building. The shop units are relatively small in size, occupied by independent retailers serving a localised catchment area.</p> <p>The Sainsbury's Melton Road Superstore is found 0.5 miles away from Lockerbie Walk to the north. Soar Valley College is located 0.2 miles to the south.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Shop units parade



Rushey Mead Library



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	Public House, Library, Health Centre (outside centre boundary)	2 (+1)
Comparison	1	NATIONAL OPERATORS	TOTAL:
Retail Service	2	None	0
Leisure Service	3		
Financial & Business Services	0		
Miscellaneous	1 (+1)		
Vacant	0		
Total No. of Uses	8 +1)		



<p>USES</p>	<p>The centre provides a typical, if limited, retail and service offer for a centre of its size, which includes a convenience store, pub, pharmacy, opticians, hairdressers and hot food takeaways. None of the centre's units were vacant at the time of our survey. The shop units are exclusively occupied by independent retailers/service providers. In addition to the retail offer the centre includes a pub, a small library which is open five days a week and a health centre. Housing provides the bulk of the surrounding land uses, although Herrick Primary School is found on the opposite side of Gleneagles Avenue.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity at the shopping parade was found to be relatively modest at the time a visit was made at around 10.45am on Friday 28 November. However, the car park appeared to be well used during daytime hours, with users commonly visiting in order to access the health centre. Pedestrian movement across the site was evident with the pathway between Gleneagles Avenue and Wetherby Road which leads to Appleton Park being frequently used as route across the local area.</p>
<p>ACCESSIBILITY</p>	<p>Access to the centre's designated car park is from Gleneagles Avenue, which provides a steady flow of passing vehicle traffic. The car park provides free and unrestricted parking for around 30 cars, which appears sufficient for the size of the centre. The car park allows quick and convenient access for car users, away from passing traffic. Ramps provide level access between the car park and the shopping parade situated on a higher land level. A further pedestrian point of access to the centre is available at the eastern end of the centre from Wetherby Road.</p> <p>A pelican crossing provides a safe crossing point across Gleneagles Avenue outside the centre. Bus stops are located on Gleneagles Avenue with the number 22 bus service operating a service every 12 minutes to and from the city centre and on to Evington. There is currently no designated cycle parking provision.</p>
<p>PERCEPTION OF SAFETY</p>	<p>Lockerbie Walk benefits from a safe pedestrian environment with respect to vehicle and road safety in set back from the main highway. The public realm provides a safe haven set apart from the traffic flow on Gleneagles Avenue.</p> <p>A level of natural surveillance is provided from the upper floor residential windows above the shopping parade, which overlook the car park, as well as from within the shop units themselves. The range of land uses in place provide activity during the day and into the evening, with the public house, two takeaways and convenience store open during evening hours. A healthy level of activity and pedestrian movement was found to engender a feeling of safety during the day.</p> <p>The orientation of the shopping parade, facing side on to the passing highway limits surveillance from Gleneagles Drive. Trees along the western edge of the car park partly screen from view the car park and pedestrian walkway in front of the shopping parade from Gleneagles Drive. This arrangement could create concerns with regard to perceptions of safety during evening/night hours when activity at the centre is limited.</p>



<p>ENVIRONMENTAL QUALITY</p>	<p>The centre's environment has a somewhat outdated appearance. The shopping parade, library and public realm might each benefit from some refurbishment. The relatively healthy level of movement and activity observed, supported by trips to the health centre, to some extent help to overcome the perception of a slightly unwelcoming environment.</p> <p>The orientation of the shopping parade reduces the legibility of the centres function and form to passing traffic, with trees largely screening the centre from view. The most visible element of the development is the western end of the shopping parade which accommodates a hot food takeaway. This unit appears to be closed and shuttered during the day and, as a consequence, the initial appearance of this element of the streetscene is not positive.</p> <p>Notwithstanding this, the car park is relatively well maintained and the environment appeared relatively clean and free from litter at the time of the visit.</p>
<p>CONCLUSION</p>	<p>Lockerbie Walk provides a limited retail offer serving principally local residents within the area. The centre is supported by the key community uses provided by the health centre and library. Despite the tired appearance of the built environment, the centre has a full occupancy rate suggesting that the centre trades relatively well in practice. In the future the boundary of the centre could be extended to incorporate Rushey Mead Health Centre which forms an important element of the centre's offering.</p> <p>Given the centre's functionality and role within the local community, it is considered that Lockerbie Walk performs the role of a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Strength – the centre was fully occupied at the time a visit was made. • Strength – there is a good level of dedicated parking provision. • Weakness – the limited retail and service offer is crucially supported by the presence of community facilities. • Weakness – the built environment is outdated and provides an unattractive setting which would be difficult to improve without major investment.



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Leicester City Council & Blaby District Council

Ref: A088154/040

Lockerbie Walk



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 © A3

January 2015

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London Road

ADDRESS (and Zone)	London Road and Highfield Street Zone 7
DESCRIPTION	<p>The shops along London Road are located less than 200 metres walking distance from the south-eastern boundary of Leicester city centre's commercial centre boundary. The centre is separated from the city centre's commercial area by a wide bridge that passes above Leicester Railway Station, which is located on the northern extent of London Road's commercial centre boundary. The shops extend away from the city centre for a further 600 metres in a south-easterly direction, although there are several sections where there is retail frontage is on one side of the road only.</p> <p>Notwithstanding this, there are a considerable number of shops, some of which with substantial floorplate, which offer a wide range of services and facilities. In particular, this centre specialises in financial and business services, as well as food and drink leisure services.</p> <p>London Road (A6) is a main arterial route connecting Leicester city centre with south-east Leicester. The road is up to five lanes wide as it passes through the shopping area and is very busy. There are also lengths of parking bay in some places, which add to the considerable highway width.</p> <p>Other than the city centre and railway station to the north-west, London Road's commercial centre is primarily surrounded by dense inner-city residential areas. However, the south-eastern tip of the centre boundary faces the entrance to Victoria Park, which is a large high quality green space.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

View looking south-westwards along London Road



Retail units that are typical of London Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	11 (+2)	Ice Academy (educational establishment), Dentist, Medical Centre	3



Comparison	9	NATIONAL OPERATORS	TOTAL:
Retail Service	11	Sue Ryder, Costa, Post Office, Pizza Hut, William Hill, Sainsburys Local, Dominos Pizza	9
Leisure Service	33 (+1)		
Financial & Business Services	16 (+7)		
Miscellaneous	3		
Vacant	10		
Total No. of Uses	93 (+10)		

USES	
	<p>London Road has 11 convenience stores, which equate to 11.8% of the total number of shops within the defined centre boundary. This is above the national average of 8.4%. The centre offers four general convenience stores (including a Sainsburys Local), a bakery, an off licence, three delicatessens and two health food shops. A Tesco Express is also located on the northern edge of the centre boundary.</p> <p>There is a low proportion of comparison goods stores, with only nine units selling these types of product. There are three clothes shops, several interior furnishing shops, a musical instrument shop, a discount store and a pharmacy.</p> <p>There are 11 retail service providers, which account for 11.8% of the total number of retail units. This is slightly below the national average of 14.1%. These retail service units comprise a Post Office, dry cleaner, launderette, four beauty salons / hairdressers, a locksmith and two units offering computer repair / printing services.</p> <p>The leisure service sector contributes by far the largest proportion of units within London Road's commercial centre. The national average of 22.4% is well exceeded by the 33 units within this sector, which equate to 35.5% of the total number of units. Apart from a betting shop, the leisure service uses all provide food and drink services.</p> <p>London Road also specialises in financial and business services. There are six solicitors, five estate agents and three accountants. In addition, there are also two units offering insurance and immigration services. There are a further seven financial and business service units on the edge of the defined centre boundary. These contain further estate agents and accountants but, of particular note, there are also two banks.</p> <p>There are 10 vacant units, which equate to 10.8% of the total number of units, which is very slightly below the national average vacancy rate of 11.4%.</p>



	<p>Given the large number of units and the wide range of goods and services on offer, as well as the provision of several key community facilities, we consider London Road to function as a large local centre. However, the centre lacks a supermarket or the public facilities, such as a library, that would make it a district centre.</p>
<p>PEDESTRIAN FLOWS</p>	<p>There were high pedestrian flows on both sides of London Road along the entire duration of the commercial area. The pedestrian flows within the centre are heightened because London Road is used as a main pedestrian access route between the city centre / railway station and the surrounding residential areas to the south-east of the city.</p> <p>London Road is also an extremely busy public transport node. Consequently, many people walk through the centre to access the bus and railway network.</p> <p>The highest pedestrian flows were observed around the Tesco Express in the far north of the centre. The lowest footfall levels were observed around Pizza Hut.</p>
<p>ACCESSIBILITY</p>	<p>Leicester Railway Station is located on the northern extent of the commercial centre boundary. As such, London Road is one of the few commercial centres in the authority area that has good accessibility to a railway station. However, the centre also has an excellent bus service with numerous bus stops located along the length of the commercial area, most of which having a shelter. The stops are served by the 14, 14A, 22, 31, 31A, 44, 47, 54, 54A, 80, 81, 131, 448 and X3 bus services, which operate regularly in both directions.</p> <p>Although the topography rises moderately towards the south-east, London Road has good pedestrian accessibility. The shops are located within close proximity of a large number of houses and can easily be accessed on foot. The footpaths are also wide and are generally free of obstructions. London Road is, however, very wide, due to the multiple lanes in each direction. There are numerous traffic light controlled crossings along the duration of the retail frontage, but the road still poses a barrier to desired pedestrian movements. The retail frontage is also nearly 600 metres in length and walking from one end to the other can take some time.</p> <p>Other than the bus lane on the side of the road leading away from the city, which can also be used by cyclists, there appeared to be very little provision for people accessing the centre using a bicycle. No cycle parking facilities were observed during the site inspection, which is somewhat surprising considering scale of the centre.</p> <p>Car access to the centre is also constrained. Although London Road is well equipped to handle the large volumes of traffic that enter and leave the city centre, parking availability within and around London Road's commercial area is very limited. There are some on-street pay and display parking spaces. However, these are in great demand. In addition, the residential side streets are nearly all taken up by residential permit holder only parking restrictions.</p>



<p>PERCEPTION OF SAFETY</p>	<p>As already discussed, London Road benefits from a high level of pedestrian footfall. The buildings along London Road are also generally three to four storeys high and provide natural surveillance over the street. This helps to create a strong sense of natural surveillance in front of the shops.</p> <p>There were very few signs of crime or vandalism within or around the commercial area. In addition, the security systems used by the majority of the shops are sympathetic to the shopping environment and did not create an impression that crime may be an issue in the area.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The environmental quality of London Road's shopping area is dominated by the road that passes through it. The numerous cars and buses create noise and air pollution. The northern part of the centre also has a distinct lack of greenery and further additional greenery across the whole centre may help to soften the impact of the traffic.</p> <p>Notwithstanding the above, the other aspects of the centre's environmental quality are very good. In particular, the building frontages are mainly of excellent quality with a range of architectural features and styles that obviously have some age. Good examples of these are the shops in the far south-east of the centre and around Highfield Street. In addition, as with many of the centres in Leicester, very little litter was observed during the site inspection.</p>
<p>CONCLUSION</p>	<p>London Road's commercial centre comprises a very large linear centre located on a 600 metre stretch of an arterial route into Leicester city centre. The shops are less than 200 metres from Leicester's main commercial centre, which is located to the north-west. Leicester railway station is also located directly to the north-western edge of London Road's commercial centre boundary.</p> <p>The centre has extremely strong representation within the financial and business service and leisure service sectors. Indeed, the centre specialises in food and drink uses, accountants, solicitors and estate agents. However, the centre also has a number of key community facilities, including a medical centre and dentist, as well a number of key day to day community services including a Post Office, pharmacy, a number of hairdressers and a variety of convenience stores.</p> <p>Pedestrian flows within the centre are extremely high, owing partly to London Road being a key walking route between the surrounding residential areas and the city centre. Public transport accessibility around the centre is also very good, although the cycling facilities could be improved. Car access is also constrained by the lack of parking and the busyness of London Road. The centre also has a good perception of safety and, other than the busy main road that passes through the shopping area, the centre is of a relatively good environmental quality.</p>



	<p>Collectively, there are a large number of commercial units along London Road offering a wide variety of services and facilities. We therefore consider the centre to function as a large local centre.</p> <p>There are also a number of shops located on the edge of the commercial centre boundary that are main commercial uses that are not currently included within the centre boundary. These include two bank and several other convenience stores. Accordingly, there scope to extend the commercial centre boundary to incorporate these units.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – wide variety of shops and services with particular strengths in the financial and business service sector and the food and drink leisure service sector. ≠ Weakness – pedestrian accessibility across London Road. ≠ Opportunity – to improve cycle accessibility and the amount of greenery within the shopping area. ≠ Threat – the vacancy rate is slightly above national average. Further vacancies will reduce the appeal of London Road as a shopping destination.



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Leicester City Council & Blaby District Council

Ref: A088154/041.1

London Road (North)



Key

- Local Centre Boundary
- Recommended Boundary
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Vacant
- Misc.



North

Scale 1:1,000 @ A3

January 2015

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Loughborough Road

ADDRESS (and Zone)	Loughborough Road Zone 9
DESCRIPTION	<p>Loughborough Road is a sizable local centre, providing a collection of independent retailers alongside Loughborough Road, which forms an arterial route into Leicester city centre from the north. The centre is located approximately 1.5 miles north of the city centre and is in relative close proximity to the district centre of Belgrave Road/Melton Road.</p> <p>The centre provides a relatively high concentration of retail and leisure services alongside a limited number of specialist retail shops. Outside the boundary of the centre is a Lidl store to the north and The Jungle Club on Checketts Road to the east.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Loughborough Road Local Centre



The Jungle Club, Checketts Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	3 (+1)	Mosque, Church, Nursery, Community Hall, (outside centre boundary).	1 (+3)
Comparison	7 (+1)	NATIONAL OPERATORS	TOTAL:
Leisure Service	8 (+1)	Enterprise Rent-A-Car	1
Retail Service	4 (+1)		
Financial & Business Service	1		
Miscellaneous	4 (+1)		
Vacant	6 (+5)		
Total No. of Uses	33 +10)		



<p>USES</p>	<p>The centre provides retail, leisure and business services such as a betting shop, four hot-food takeaways and a solicitors alongside a number of retail shops, some of which specialise in the sale of bulky goods such as furniture and electrical appliances.</p> <p>The centre has a limited convenience offer, with such needs met by the Lidl store at the edge of the centre and shops at the Belgrave Road/Melton Road district centre. A car sales garage and car rental business occupy prominent positions within the centre.</p> <p>A significant number of vacant units currently exist at the centre, six within the centre's boundary and a further five just outside the boundary. Considering only the shop units within the defined centre boundary the vacancy rate for the centre was found to be 18.2%, well above the current national average of 11.4%.</p>
<p>PEDESTRIAN FLOWS</p>	<p>During a visit to the centre at around 3.30pm on Thursday 27th November, a relatively moderate but consistent level of pedestrian activity was witnessed at the centre. This activity appears to predominantly occur at the southern end of the centre and is assisted by pedestrians accessing bus services.</p>
<p>ACCESSIBILITY</p>	<p>Public transport links have been improved at the centre through the introduction of a bus lane towards the city centre and the introduction of cycle lanes. Bus stops are located at a number of points on Loughborough Road, conveniently located for ease of access to the shops, with regular services available in both directions.</p> <p>Traffic on Loughborough Road is not overly detrimental to the pedestrian environment, with a number of pelican crossing points found at appropriate locations.</p> <p>There is no designated car park at the centre with very limited opportunities to park along Loughborough Road itself. The result of this is that users accessing the centre by car are required to park on neighbouring residential side streets, which become relatively congested with parked vehicles.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The centre generally appears to be a safe environment, with little evidence of any overbearing crime prevention. The presence of a pub, restaurants and takeaways provide a level of activity into the evening hours.</p> <p>The buildings on either side of Loughborough Road overlook the street scene and provide natural surveillance.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The centre benefits from being relatively concentrated and as a result is easily read and navigated. The centre currently suffers from having a number of vacant units which detract from the visual amenity of the area. These are primarily concentrated at the northern end of the centre and appear to restrict the viability and vitality of the centre, with a number being in a dilapidated state.</p> <p>The pavements, highway and more modern shop units located at the southern end of the</p>



	<p>centre are in good condition and generally complement the qualities of the centre.</p>
<p>CONCLUSION</p>	<p>Loughborough Road functions as a comparatively large local centre which accommodates a varied range of goods and services. The centre lacks some of the typical local services which are often found in small to medium sized centres such as a post office or supermarket, instead providing a number of more specialised business such as furniture sales and car parts.</p> <p>Demand for the smaller and older commercial units within the centre appears to be limited, with a considerable number of poor quality units which are in need of repair and restoration currently standing vacant.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Strength – the centre has a number of businesses which appear to be operating healthily, as well as supporting uses which attract activity to the area such as offices, places of worship and a child care centre/nursery. • Weakness – the visual appearance of some of the shops within the centre is a weakness. Targeting these would provide an opportunity to enhance the visual amenity and attractiveness of the centre. • Threat – vacant commercial units are concentrated towards the northern end of the centre, a number of which being outside the centre’s existing boundary. These detract from the vitality and viability of the centre. • Opportunity – the relatively busy highway through the centre provides opportunities to attract business and activity.

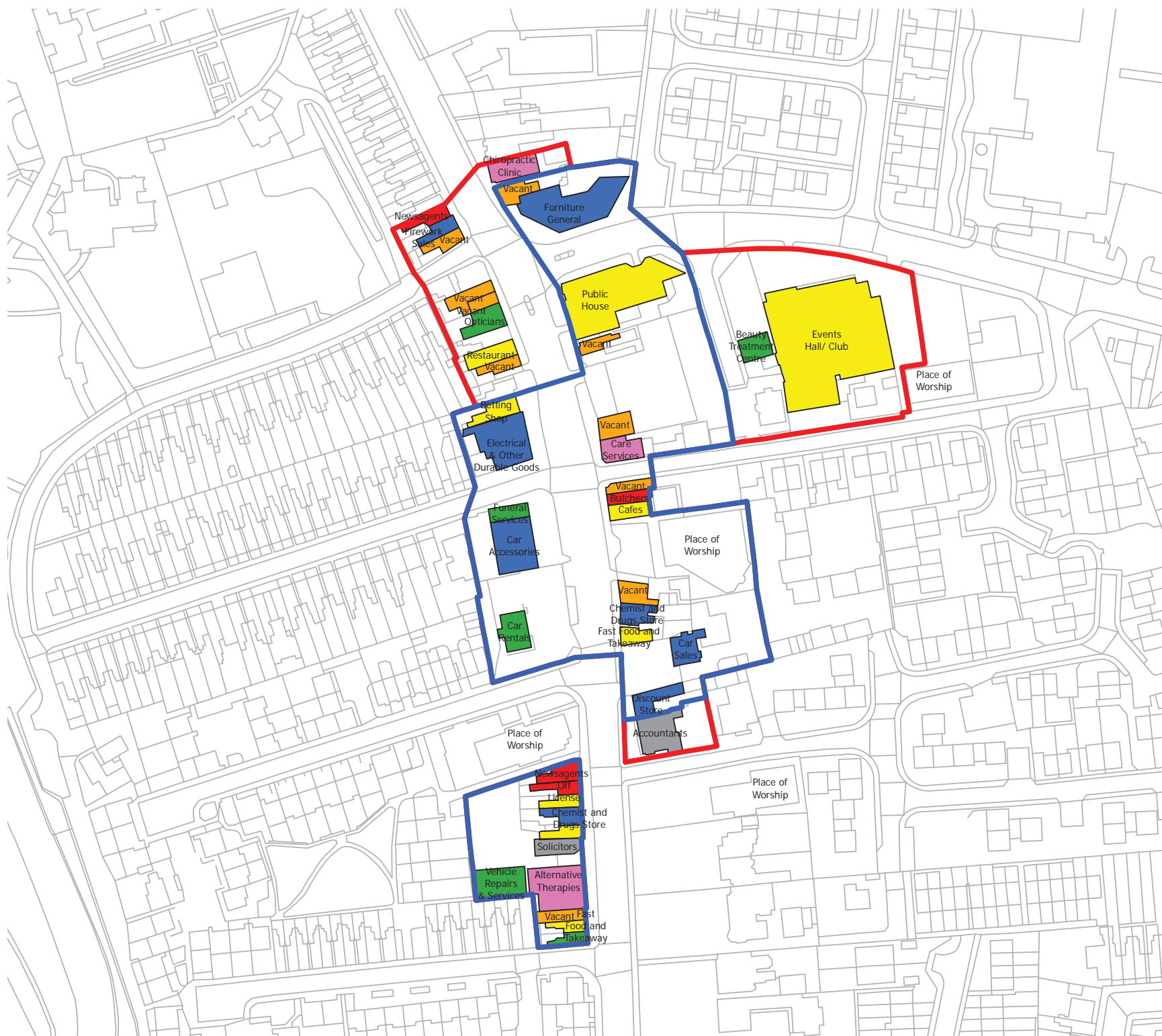


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Leicester City Council & Blaby District Council

Ref: A088154/042

Loughborough Road



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:1,250 © A3

January 2015

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Malabar Road

ADDRESS (and Zone)	Malabar Road, Humberstone Road, Madras Road and Brunswick Street Zone 7
DESCRIPTION	<p>Malabar Road's commercial centre comprises a purpose built parade of ground floor shops with first floor residential uses above. There is a large community to the west of the shops, which contains St Matthew's Library, a neighbourhood centre and a leisure centre, as well as a number of additional community facilities. There are also three units to the rear of the main retail frontage, which are accessed through an underpass beneath the leisure centre's sports hall.</p> <p>The shops on Malabar Road are located off Humberstone Road (A47), approximately 500 metres to the east of Leicester's main commercial area. Humberstone Road is an extremely busy arterial road linking the city centre with eastern Leicester and is five lanes wide as it passes Malabar Road. The shops are located close to a large estate of three to four storey flats to the west and there is a strong Somali community in the local area. There is also an employment estate to the south-west, as well as on the opposite side of Humberstone Road to the south-east.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:
Texaco filling station on Humberstone Road



Retail units on Malabar Road





DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2 (+4)	STAR (Supporting Tenants and Residents), Leisure Centre, Play Group, Library, Sports Hall, Neighbourhood Centre	6
Comparison	1 (+5)	NATIONAL OPERATORS	TOTAL:
Retail Service	2 (+7)	Lloyds Pharmacy, Post Office.	2 (+3)
Leisure Service	0 (+3)	Edge of centre: Texaco, Bargain Booze and Co-operative Funeral on edge of centre.	
Financial & Business Services	1		
Miscellaneous	4		
Vacant	3		
Total No. of Uses	13 (+19)		

USES	<p>Malabar Road has two convenience stores, which are a general food store and a butcher. A pharmacy is the only comparison goods retailer and the retail service offer comprises a launderette and a Post Office. A housing support office is the only financial and business services unit and there are no leisure service operators within the shopping area. However, the centre currently has a relatively high level of vacancy with three vacant units, which are all located in the eastern part of the shopping area. These are all large stores when compared with the other shops in the parade, so the amount of vacant floorspace is also high.</p> <p>There are also 19 additional commercial units that are located on the edge of the defined centre boundary, including a Texaco filling station immediately to the south, which has a Bargain Booze at its kiosk. On the opposite side of Humberstone Road, there are also two large units containing a Co-operative Funeral and a motorbike accessory shop. Directly to the south-west, there is a new building containing five retail units, with a further three units to the rear. There is also a small parade of seven units immediately to the south on Madras Road, although these appear to be of significantly less quality.</p> <p>Given the number of units and the level of services on offer within the existing centre boundary, we consider Malabar Road to function at the level of a local centre. However, given the large number of units on the edge of the centre boundary, the level of services and facilities on Malabar Road in reality are considerably greater.</p>
PEDESTRIAN FLOWS	<p>Pedestrian activity around the centre seemed to be high when visited around 4pm on Thursday 27th November 2014. The highest numbers of people were observed around St</p>



	<p>Matthew's Neighbourhood Centre, the Library and the Leisure Centre. However, the lowest pedestrian counts were seen towards the east of the shopping area and around the three units to the rear (north) of the shopping area.</p> <p>The Texaco filling station and the row of five new retail units to the south west of Malabar Road's defined commercial centre were also observed to be very well used. However, the shops on Brunswick Street and Madras Road had much lower levels of footfall.</p>
<p>ACCESSIBILITY</p>	<p>Malabar Road has excellent public transport accessibility. There are bus stops with shelters on either side of Humberstone Road, which are located very close to the shops. These are served by many regular bus services that operate in each direction (bus service numbers 17, 38, 38A, 53, 53A, 56, 58, 58A, 747, RR1, RR4, RR5, RR6, RR8, RR11 and RR12). There is also a bus shelter 20 metres to the west of Malabar Road's defined centre boundary, which is served by the 20 and 21 bus services, which operate every 15 minutes.</p> <p>The centre also benefits from fairly good pedestrian access. There is a traffic light controlled pedestrian crossing close to the shops on Humberstone Road, which links the shops up with the employment area and the city centre to the south-east. The shops are also within reasonable walking distance of a large number of people who live in the residential area to the west.</p> <p>Malabar Road has is extremely accessible by car. There are several bays with free limited wait parking, which are located directly outside the shops. In addition, there are four cycle parking hoops, which are located in a prominent position outside the library. Humberstone Road also has a cycle lane on along its section that passes Malabar Road.</p>
<p>PERCEPTION OF SAFETY</p>	<p>Malabar Road's commercial centre has a strong community feel, which is reinforced by the presence of the neighbourhood centre, library and the leisure centre. As already discussed, the shopping area has a healthy level of footfall. In addition, the centre's general convenience store has an outdoor area selling produce. These help to create a more or less constant presence within the street, which provides a good level of natural surveillance.</p> <p>However, the general appearance and condition of the buildings to the east of the centre is poor. There are also several vacant units in this location, which further detract from the appearance of the street. In addition, there is an underpass between the shops fronting onto Malabar Road and the units to the rear (north), which is dark and is poorly overlooked. This location does not feel particularly safe or secure.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>In addition to the poor appearance and condition of the buildings to the east of the centre, the large blank brick facade of the sports hall that faces onto the western part of the shopping area dominates the streetscape. Notwithstanding this, the buildings in the western part of the centre generally have a better visual appearance.</p> <p>The centre has a healthy number of trees and planted areas. In addition, as with many</p>



	<p>other centres in Leicester, very little litter was observed during the site inspection.</p>
<p>CONCLUSION</p>	<p>Malabar Road's commercial centre is located within inner city Leicester, approximately 500 metres to the east of the city centre's commercial boundary. The western part of the shopping area contains several well used community facilities. In addition, there are a number of shops providing day to day shopping facilities and other important community services. There are also a large number of shops that neighbour the current defined centre boundary, which relate very closely to Malabar Road's shopping area. These also have an important function within the local community. In practise, however, the units on the edge of the centre boundary function as main town centre uses and there is scope to extend the centre boundary.</p> <p>Notwithstanding the above, the quality of buildings in and around the commercial centre is fairly poor and this negatively impacts on the sense of safety and security within the shopping area and on the centre's environmental quality. There are also three vacant units within quick succession of each other to the east of the shopping area, which also have a negative impact on its health. However, the centre receives healthy pedestrian flows and it currently functions a local centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> • Strength – many community facilities within the shopping area. • Weakness – appearance of the retail frontage. • Opportunity – the retail centre boundary could be extended to incorporate the additional units on the edge of the shopping area. • Threat – further vacancies could result in a snowballing decline within the commercial centre.

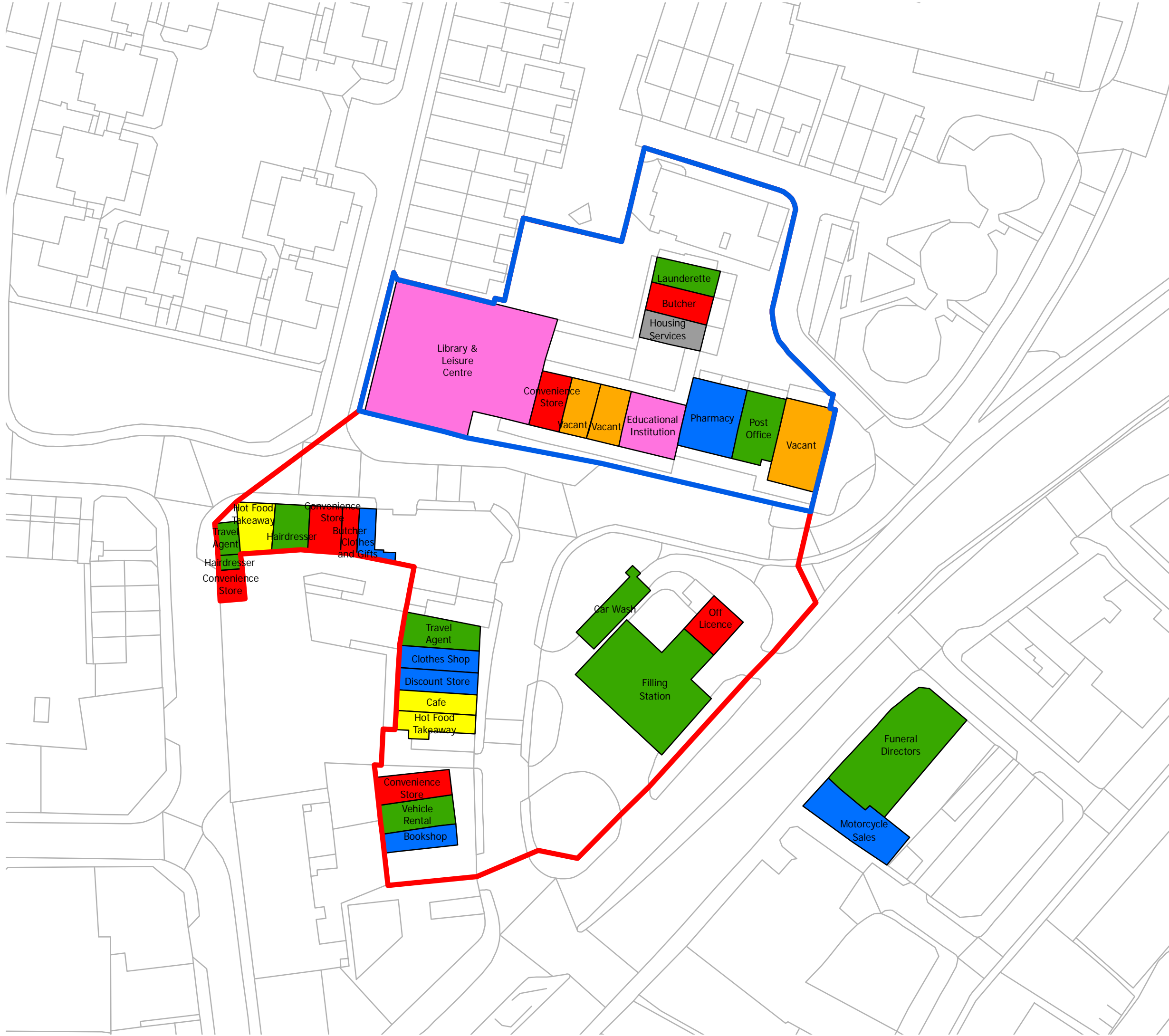


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Leicester City Council
& Blaby District Council

Ref: A088154/043

Malabar Road



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3 January 2015

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Marwood Road

ADDRESS (and Zone)	Marwood Road Zone 10
DESCRIPTION	Marwood Road Local Centre comprises a short parade of shop units within a suburban and predominantly residential part of Leicester, 2.5 miles north of the city centre. As well as the terraced parade of shops, a separate newsagents, Post Office and public house within a single storey building are located directly to the east, across a poorly maintained car park. Stocking Farm Library and Youth Centre are also located directly to the west of the centre boundary.
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Shopping Parade Frontage



Mercury News and Public House Building



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1 (+1)	Library and Youth Centre (Outside boundary)	(+2)
Comparison	1	NATIONAL OPERATORS	TOTAL:
Leisure Service	1 (+1)	Post Office, Nisa Local	2
Retail Service	1 (+1)		
Financial & Business Services	1		
Miscellaneous	0 (+2)		
Vacant	0		
Total No. of Uses	4 (+5)		



<p>USES</p>	<p>The main shopping parade comprises a row of five units. These are occupied by a Nisa Local convenience store, a takeaway, a taxi hire firm and a tenant advice/support office.</p> <p>To the east of the shopping parade is a single storey building, which contains a public house and a newsagents/Post Office. There are also several coin operated laundry machines in the car park which is outside this building. Stocking Farm Library and Youth Centre/Integrated Services Centre is located within several larger buildings adjacent to the western edge of the centre's boundary.</p>
<p>PEDESTRIAN FLOWS</p>	<p>At the time of our visit to the centre at around 3.00pm on Monday 27th October, pedestrian flows were observed to be modest, with relatively few visitors to the centre observed. The car park was found to be quiet, indicating a low level of activity.</p>
<p>ACCESSIBILITY</p>	<p>The centre is located in the heart of a residential suburb, within easy walking distance from the residential properties which make up the surrounding area.</p> <p>The car park provides sufficient space to accommodate demand at the centre. However, the facility is in a very poor condition, with no parking bay markings and with a deteriorating surface which would benefit from repair work. On street parking is also available along Marwood Road.</p> <p>The number 54 bus service passes the centre on Marwood Road, providing a regular service between Leicester city centre and Beaumont Leys.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The centre provides a relatively poor feeling of safety, not presenting a particularly welcoming environment. The shopping units and public house in the most part do not incorporate glass frontages. As a result, views into or out of these premises are restricted. This greatly limits interaction with the streetscene.</p> <p>Crime prevention measures were found to be frequent and visually evident including CCTV, and barbed security features at the rear of premises.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The commercial buildings which form the centre are in a relatively poor condition, as is the surrounding public realm and car park. The shop frontages are not attractive and appear focused on security above visual amenity. The single storey building which houses the newsagents and public house is considered to reflect negatively on the visual appearance of the area.</p> <p>Laundry equipment, bins and paper waste containers stored on the car park area further detracted from the visual amenity of the area at the time of our survey.</p>
<p>CONCLUSION</p>	<p>The shops at Marwood Road have a limited level of activity and a poorly maintained physical environment. It is also considered that the sense of safety around the shops is relatively poor, which is reflective of the environmental quality.</p>



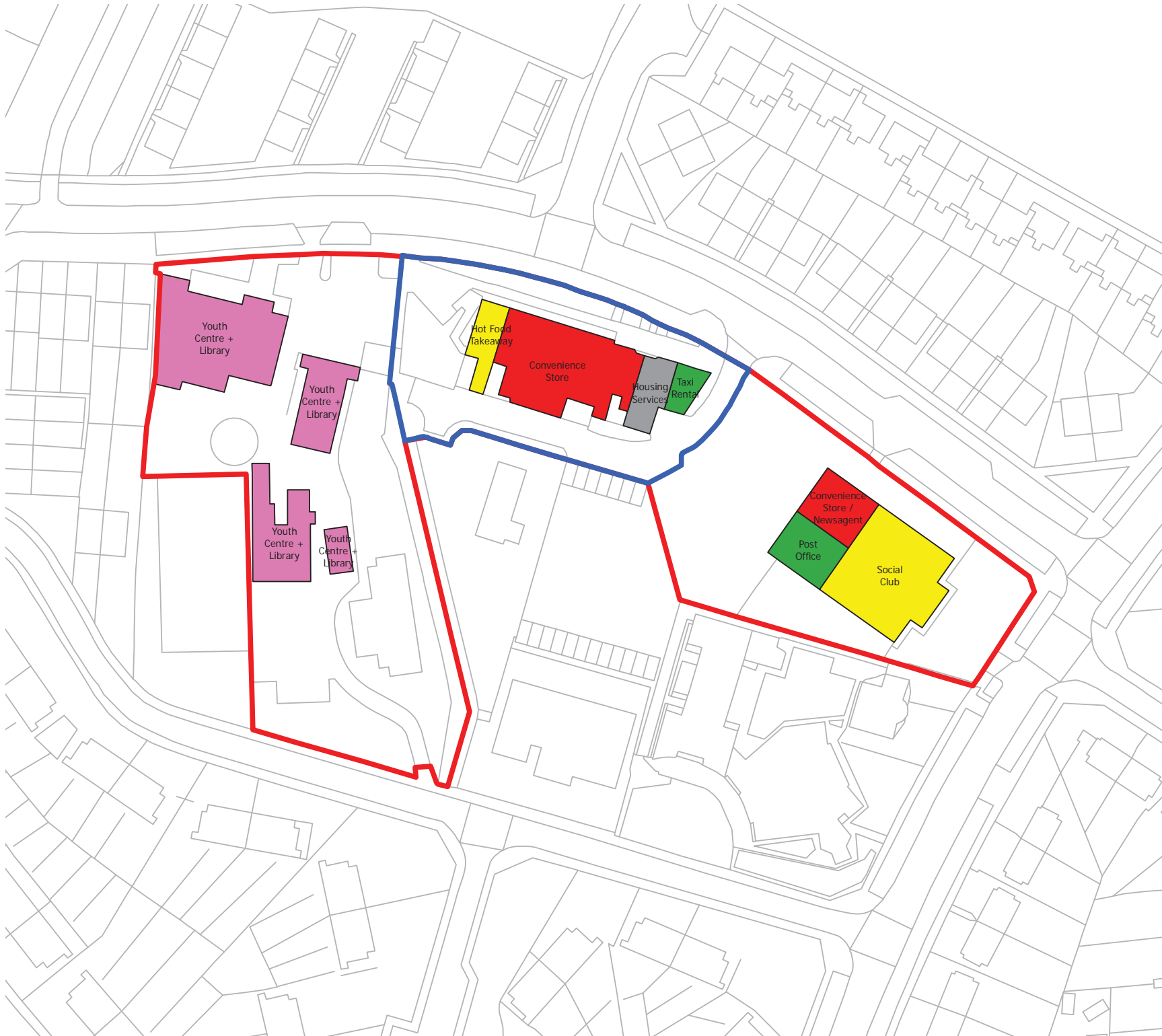
	<p>Based on the centre's existing designated boundary, it is considered that Marwood Road does not provide the range of shops or services which would be expected of a local centre. However, we recommend that the boundary is extended to include the newsagents/post office and public house building to the east and the library and youth centre to the west. This would widen the retail offer and the level of service provision and would enable Marwood Road to perform the role of a small local centre.</p>
KEY ISSUES/SWOT	<ul style="list-style-type: none">≠ Strength – there are no current vacancies at the centre.≠ Weakness – the physical environment and condition of the shopping units is poor, as is the surrounding public realm.≠ Weakness – perceptions of safety at the centre are generally considered to be below average.≠ Opportunity – there is considerable underutilised land around the newsagents/post office building which could potentially provide opportunities for future redevelopment.











Leicester City Council & Blaby District Council

Ref: A088154/044

Marwood Road



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:750 @ A3

January 2015

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Meadvale Road

ADDRESS (and Zone)	Meadvale Road Zone 11
DESCRIPTION	<p>Meadvale Road was formally designated as a local centre within the retail hierarchy of the City of Leicester Local Plan (1994). Today, however, the shops are not designated within the Leicester Core Strategy (2014) or the City of Leicester Local Plan proposals map (2006).</p> <p>Meadvale Road's shops are located approximately 3.5km driving distance to the south of Leicester city centre. This area currently has a gap in the provision of defined retail centres. There former local centre boundary currently contains five retail units and a small office, which are located within a residential area comprising mainly semi-detached housing.</p>
CURRENT STATUS	Not designated

PHOTOGRAPHS:

Four retail units to the south-west of Meadvale Road



Two retail units to the north-east of Meadvale Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	None	0
Comparison	2	NATIONAL OPERATORS	TOTAL:
Retail Service	1	None	0
Leisure Service	0		
Financial & Business Services	0		
Miscellaneous	1		
Vacant	0		
Total No. of Uses	6		



USES	The former local centre boundary contains two convenience units, which are a cake shop and a confectionary, tobacco and news store. There are also a pharmacy and a martial arts shop, which provide two comparison goods units, as well as a hairdresser, which is the only retail service unit. The remaining unit is a small office, which occupies the premises of a former retail unit. The number of units and the range of goods and services on offer are akin to the level of provision that is found within a small neighbourhood parade.
PEDESTRIAN FLOWS	Pedestrian activity was limited when visited during our visit at around 10am on Tuesday 19 th May 2015. Meadvale Road receives low levels of pedestrian through-flow and most people seen in the area appeared to be visiting either the pharmacy or the confectionary, tobacco and news store.
ACCESSIBILITY	The shops are most easily accessed on foot or by car. There are parking bays directly in front of the retail units and the connecting roads are largely free of vehicular traffic. However, the shops are located within walking distance of a large population and there is reasonably good pedestrian connectivity with the surrounding area. The nearest bus stops are located approximately 100 metres to the south on Overdale Road. These are the stopping point of regular bus services in each direction. However, the shops lack cycle parking facilities.
PERCEPTION OF SAFETY	Meadvale Road is a quiet residential area that generally feels safe and secure. The shop forecourt is overlooked by the retail frontage and the neighbouring houses, which provide natural surveillance. In addition, the area is fairly well maintained and does not show indications that crime may be an issue.
ENVIRONMENTAL QUALITY	The shops are set back from the road by a wide footway and a parking bay. This area currently has litter bins and dated concrete bollards but lacks greenery or street furniture, which would otherwise provide enclosure and make a positive contribution to the character of the shops. Notwithstanding this, the shop forecourts appeared to be clean and tidy at the time of our visit and we found no issues of particular concern.
CONCLUSION	Overall, Meadvale Road appears to generally be in good health, although the shop forecourt would benefit from the introduction of some greenery and cycle hoops. The five retail units collectively provide a range of goods and services that may be expected within a small neighbourhood parade. We therefore recommend that the former local centre boundary is re-designated as a neighbourhood parade. This would fill a gap in the distribution of defined centres within this part of the Leicester authority area.
KEY ISSUES/SWOT	<ul style="list-style-type: none"> ≠ Strength – the units are fully occupied and the shops are within walking distance of a large population. ≠ Weakness – fairly low pedestrian activity. ≠ Opportunity – to incorporate street furniture within the shop forecourt, such as cycle hoops and trees, which would improve the character of this area. ≠ Threat – risk of units becoming vacant due to lack of pedestrian activity.

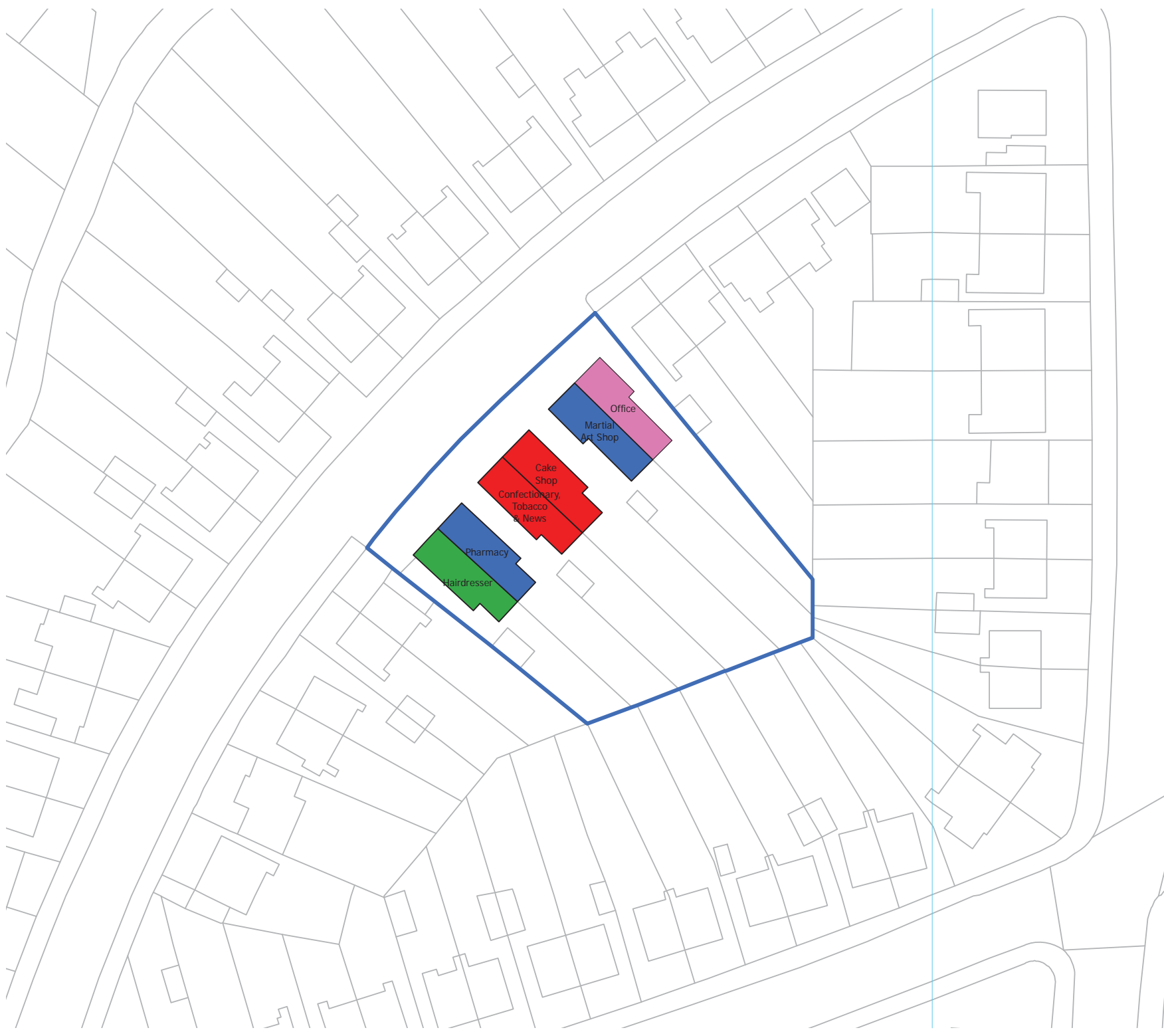


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Leicester City Council
& Blaby District Council

Ref: A088154/104

Meadvale Road



Key

-  Former Local Centre Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 © A3

May 2015

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Melbourne Road

ADDRESS (and Zone)	Melbourne Road Zone 7
DESCRIPTION	<p>Melbourne Road's commercial centre is located within the inner city area of Leicester to the east of the city centre. The centre comprises a row of eight shops within a purpose built building, which is located off Melbourne Road. Also within the retail complex, but sitting outside the defined centre boundary, are Highfields Library and Highfields Medical Centre. These facilities share the same off road car park as the shops.</p> <p>To the east of Melbourne Road is an area of dense terraced housing. However, the shops are also neighboured by a junior school to the south and a residential care home to the north, with more terraced housing further afield.</p>
CURRENT STATUS	Local Centre

PHOTOGRAPHS:

Crossing facilities on Melbourne Road



View of shops at Melbourne Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	4	Ansaar (Employment Support) + Library and Medical Centre on edge of defined centre boundary	1 (+2)
Comparison	1	NATIONAL OPERATORS	TOTAL:
Retail Service	1	Santander, Post Office	2
Leisure Service	0		
Financial & Business Services	2		
Miscellaneous	0 (+2)		
Vacant	0		
Total No. of Uses	8 (+2)		



<p>USES</p>	<p>Half of the eight retail units within Melbourne Road's commercial centre are convenience operators. These include two general convenience stores, a butcher and a bakery. Also within the retail area are a pharmacy, Post Office, bank and an employment support centre, which are the only respective comparison, retail service, financial and business service units. The centre does not have any leisure service or vacant units. However, Highfields Library and Highfields Medical Centre are located on the edge of the current defined centre boundary.</p> <p>Given the level of service provision and the number of retail units, we consider the centre to currently function at the level of a neighbourhood parade. However, in reality, Melbourne Road functions as a local centre, as the adjacent medical centre and library are an integral part of the centre. Accordingly, there would appear to be scope in future to extend the centre boundary to include these facilities.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Pedestrian activity was observed to be reasonably good across most of the centre when visited around 9am on Monday 1st December 2014. The bank and the Post Office were particularly busy, as were the chemist and the bakery. The lowest levels of footfalls were observed in the far west of the parade around Ansaar (the employment support centre).</p>
<p>ACCESSIBILITY</p>	<p>There is very good pedestrian accessibility within and around the parade. The shops are located close to an area of dense terraced housing and are within easy walking distance of a large number of people. In addition, those visiting the neighbouring library, health centre and school can also make use of the shops. Melbourne Road has a traffic light controlled pedestrian crossing next to the parade's entrance, which allows easy pedestrian access from the housing on the opposite side of the road.</p> <p>There is not a bus stop directly adjacent to the shops. The closest stop is located 70 metres south of the retail parade's access onto Melbourne Road. This stop has a shelter and is served by the 17 bus service, which operates every 12 minutes.</p> <p>Melbourne Road does not have a cycle lane, but there are four cycle hoops providing secure cycle parking close to the shops. These are located in a prominent location outside the medical centre's entrance.</p> <p>The shops have a free customer car park with 21 parking spaces and two additional disabled bays. Further free and unrestricted parking is available on the many side streets that run off Melbourne Road and the shops are readily accessible by car.</p>
<p>PERCEPTION OF SAFETY</p>	<p>The centre generally feels safe and secure. This can mainly be attributed to the more or less constant presence of people within the shopping area. In addition, the neighbouring library, school and medical centre help to create a strong sense of community wellbeing around the shops. Furthermore, the retail units have large windows that overlook their forecourt and some of the shops have outdoor stands selling produce, which increases the presence of people in front of the shops.</p>



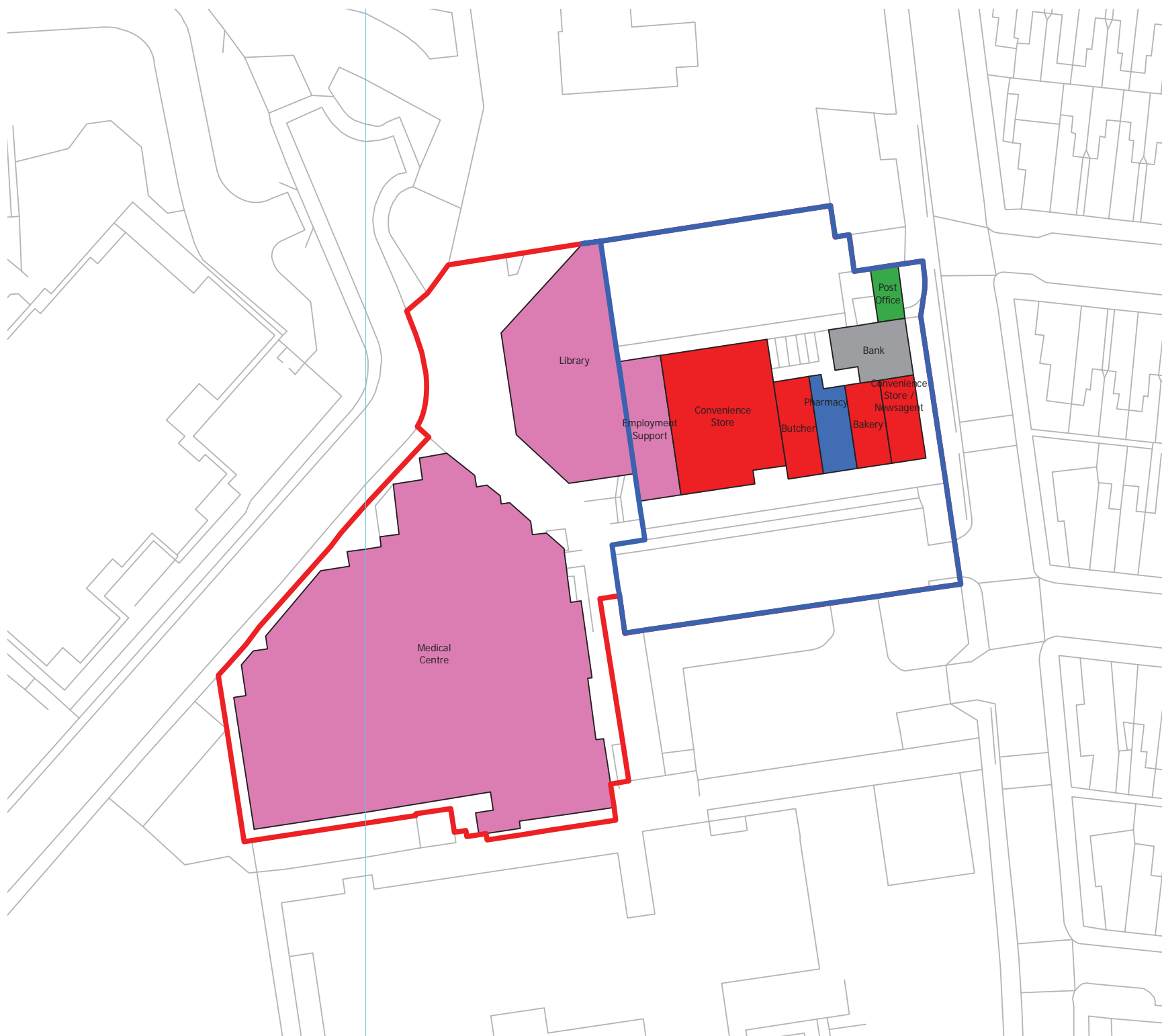
	<p>Notwithstanding the above, the area in front shops is covered by a large grey roof and is at a lower level than the car park. This has the effect of making the shop frontage dark and the split level obscures visibility from the car park. Both of these design features have an impact, although the shopping area does feel generally secure.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The environmental quality around the shops is reasonably good. Although the large grey structure that contains the shops is not particularly attractive, the shop forecourt is well kept and the outdoor selling areas add character to the retail frontage. Aside from the grey roof, the shop facades are also of a reasonably good quality.</p> <p>The car park in front of the retail units is well designed and the street furniture across the parade is of good quality. The entrance to the car park is framed with a wrought iron feature spelling 'St Peters Shops', which gives a strong impression of community pride in the area. In addition, Melbourne Road is a tree lined avenue and adds greatly to the environmental quality of the shopping area.</p>
<p>CONCLUSION</p>	<p>Melbourne Road's commercial centre is located within an inner city area to the east of Leicester city centre. There are eight retail units of varying size, offering a range of services and facilities to the local community. A large medical centre and a library are also located within the same complex as the shops. These uses would usually be expected to form part of the main commercial area and there is scope to extend the boundary to include them.</p> <p>Overall, Melbourne Road's commercial centre is in good health. There are no vacant units and the shops generally have good pedestrian flows. The parade has good accessibility, as well as reasonably good levels of perception of safety and environmental quality. Whilst the existing centre is relatively small, the recommended extension to the centre's boundary allows for the incorporation of the library and medical centre. As a consequence, we consider that facilities within this widened boundary appropriately perform the role of a local centre (albeit one that is again at the smaller end of the scale).</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – strong convenience offer. ≠ Strength – one stop shop for health needs, bank, Post Office, library and top up shopping. ≠ Weakness – split level car park obscures views of the shops and the large grey roof above the retail frontage is unattractive and creates a dark area in front of the shops. ≠ Opportunity – to extend the defined centre boundary to include the library and health centre. ≠ Threat – the loss of any one of the parade's operators would greatly reduce the level of services and facilities on offer to the local community.










Leicester City Council & Blaby District Council

Ref: A088154/045

Melbourne Road



Key

-  Local Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.



North

Scale 1:500 @ A3

January 2015

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Narborough Road

ADDRESS (and Zone)	Narborough Road, Hinckley Road and Braunstone Gate Zone 12
DESCRIPTION	<p>Narborough Road district centre comprises 328 retail units located within the inner city part of Leicester, approximately 500 metres walking distance to the south-west of the city centre's commercial boundary. The district centre is separated from the city centre by Castle Park and the course of the Old and New River Soar.</p> <p>Narborough Road (A5460) is an arterial route that connects Leicester city centre with south-west Leicester, Fosse Shopping Park, as well as the M1 and M69 motorways. The road is extremely busy and is two to four lanes wide as it passes through the shopping area.</p> <p>The commercial centre itself is linear in nature and spans a distance of nearly 1,500 metres from north to south. The shops are located on both sides of the road and form a more or less continuous retail frontage. However, the northern part of the commercial area branches out onto Braunstone Gate to the north-east and Hinckley Road to the north-west.</p> <p>The centre is surrounded mainly by dense terraced housing. However, there is also a large newly built leisure centre on the centre's north-western edge. In addition, a freight only railway line runs east to west across the southern part of the commercial area.</p> <p>The shopping area mainly comprises smaller format units that are occupied by independent operators. However, there are several larger units located throughout the shopping area and a number of well known brands, including several supermarkets and banks. The buildings along the retail frontage are mainly two storeys in height with ground floor retail and first floor residential uses.</p>
CURRENT STATUS	District Centre

PHOTOGRAPHS:

Bus shelter near the mid-point of Narborough Road



View looking north from the West End





DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	39	Community Centre	
Comparison	69	NATIONAL OPERATORS	TOTAL:
Leisure Service	94	Tesco, Iceland, Sainsbury's Local, Co-operative Food, Lloyds Bank, Santander, Natwest, HSBC, Barclays, Swinton, Martin & Co, Post Office, Shell, Wilkinson, William Hill, Ladbrokes (x2), One Stop, Greggs, Subway (x2), Domino's Pizza.	22
Retail Service	54		
Financial & Business Service	33		
Miscellaneous	16		
Vacant	23		
Total No. of Uses	328		

USES	
	<p>Narborough Road's retail area contains 328 commercial units. This makes the centre the third largest in the authority area in terms of the total number of units, behind the city centre and Belgrave Road.</p> <p>The centre has 22 national multiples, including four larger food operators and five banks. These account for 6.7% of the total number of units. The national operators are located throughout the shopping area and are not concentrated within any particular location.</p> <p>The centre contains 39 convenience stores, which account for 11.9% of the total number of units. This is slightly above the national average of 8.4%. There are three supermarkets, as well as a large frozen food store and 21 additional smaller general convenience stores. These account for the majority of the convenience offer. However, the centre also contains two bakeries, three butchers, four grocers and delicatessens and two health food shops. The convenience stores are most concentrated along Narborough Road and are less commonly found on Hinckley Road or Braunstone Gate.</p> <p>There are 69 comparison units within the commercial area, which comprise 21.0% of the total number of units. This is around a third lower than the national average of 32.5%. The low proportion of comparison goods operators may be influenced by the proximity to the city centre, which provides great competition. For example, of the 69 units, only four are clothes shops. Instead, the goods on offer are targeted more at a local market. This is demonstrated by the high prevalence of hardware and household goods stores (eight units), furniture shops (six units), telephone shops (five units), chemists (three units) and charity shops (three units). As with the convenience stores, the comparison units are found fairly consistently throughout the retail area, although there much lower numbers found on Hinckley Road and almost none whatsoever on Braunstone Gate.</p>



Conversely, Braunstone Gate has an extremely high proportion of leisure service uses. This area appears to contain a high number of pubs, bars and restaurants. The far south-west and the northern part of Narborough Road contain relatively few leisure service units, although there is a concentration of restaurants and takeaways between Briton Street and Upperton Road. Notwithstanding this, the leisure service operators account for 28.7% of the total number of units, which is higher than the national average of 22.4%. Of the 94 units in this sector, there are 40 hot food takeaways, 19 restaurants, eight cafes and 19 pubs and bars. It is therefore clear that the district centre has a very strong food and drink offer. The remaining units comprise five betting shops, a nightclub and a social club.

The retail service sector is underrepresented when compared with the national average. There are 54 units within this sector, which comprise 16.5% of the total number of units. However, the national average is 22.4%. Of the 54 units, 35 provide health and beauty services. However, the remaining operators provide a wide variety of other retail services, including four opticians, three dry cleaners, two vehicle hire companies, a Post Office, travel agent, petrol filling station, photo processing shop, computer repair shop and a car wash. The distribution of retail service units appears to be fairly evenly spread across the shopping area.

The proportion of financial and business service units is consistent with the national average. There are 33 units within this sector, which equate to 10.1% of the total number of units. This is comparable with the national average of 10.9%. The financial and business service offer includes 16 estate agents, five banks, four units offering legal services, four offering financial services, a building supplier and three other business services. Again, the distribution of financial and business service units is not concentrated within any particular location. However, it was observed that the banks are more focussed on Narborough Road and the estate agents, solicitors and other financial and business service providers are located in the more peripheral parts of the centre.

The centre has 23 vacant commercial units. The national average is 11.4% whereas the vacancy rate within Narborough Road's commercial centre is only 7.0%. The southern part of the centre contains several smaller format vacant units. However, further north, especially on Braunstone Gate, the vacant units tend to be larger in size, several of which are vacant restaurants or pubs.

The centre also contains four places of worship, three dental surgeries, a doctor's surgery, library and a community centre.

PEDESTRIAN FLOWS

Pedestrian flows were generally low when visited around 9.30am on Tuesday 25th November 2014. The site inspection commenced on Braunstone Gate. This road had a long queue of traffic on the city centre bound side of the road. However, pedestrian flows were



very low. This was almost certainly because many of the pubs, restaurants, cafes and takeaways along this road were closed. However, later on in the day when these units start to open, it can be expected that pedestrian flows would be considerably improved. In addition, this location can also be expected to have a strong evening economy.

Hinckley Road had similarly low levels of pedestrian activity, although there was no queuing traffic in this part of the centre. A large proportion of the people who were observed in this location seemed to be using Hinckley Road as a pedestrian through route and did not stop at the shops.

Pedestrian flows were slightly higher along the northern end of Narborough Road. The Tesco car park was around a quarter full. In addition, a higher number of people were observed walking in both directions along Narborough Road on both sides of the road. However, as with Hinckley Road and Braunstone Gate, the pedestrian flows in the part of the centre could be expected to be higher at different times of the day.

Pedestrian flows were at a reasonable level on the length of Narborough Road between Norman Street and the railway bridge. The highest flows in this area were observed around Narborough Road's junction with Upperton Road, which is a reasonably busy east to west through road. This area contains a number of comparison stores, an Iceland foodstore and a Sainsbury's Local convenience store.

The area to the south of the railway bridge also had reasonable pedestrian flows. A number of people were seen entering the Co-operative Food. This area also has a variety of comparison retailers, which also seemed to be receiving a number of customers. However, for a 120 metre stretch towards the very southern tip of the shopping area, the retail frontage is located on one side of the road only. This area was observed as having lowest pedestrian flows. This is also the location of a number of vacant retail units, including the former Co-operative Travel premises.

ACCESSIBILITY

There is a railway line that crosses the southern part of the shopping area. However, the centre does not have a railway station, as the line is a single track freight only route operating between south Leicester and Coalville. Notwithstanding this, Narborough Road has excellent public transport provision, as the road is the location where a number of tributary bus services converge. The bus services principally (although not exclusively) operate between the city centre and the towns, villages and communities in the southern part of Leicester. People living in the surrounding communities are therefore able to easily access Narborough Road's shops and services via public transport.

There are numerous bus stops located along Narborough Road, Hinckley Road and Braunstone Gate. The bus stops are generally located no more than 400 metres from each other, meaning that someone shopping within the centre rarely has to walk more than 200



meters to the nearest bus stop. The quality of the bus stops varies throughout the shopping area, ranging from simple stands with no timetable information to high quality bus shelters with seating and excellent timetable information.

Narborough Road has a number of bus services (16, 18, 50, 51 and 52) running along its duration. These operate regularly to many destinations, including the city centre, Leicester General Hospital, St Peter's Road, Braunstone (via Hinckley Road), Braunstone Crossroads, Enderby, Narborough, Huncote, Thorpe Astley and Fosse Park. Hinckley Road also has several bus services (18, 104, 158 and 162), which operate to the city centre, Braunstone, Fosse Park, Earl Shilton, Hinckley and Nuneaton. The services from Hinckley Road and Narborough Road come together along Braunstone Gate on their way into the city centre.

The X55 bus service, which in a limited stop express service to Hinckley, can also be caught from the bus stops nearest to Stuart Street, which is located within the central part of the district centre. The X44 bus service can also be caught from stops on Upperton Road, 80 metres east of Narborough Road. This is also a limited stop express service, which operates to Lutterworth and Rugby. As such, Narborough Road district centre is also a key public transport node for travelling to local destinations and larger settlements that are further afield.

The district centre also has excellent pedestrian accessibility. The duration of Narborough Road that is within the centre boundary is surrounded to the east and west by an area of dense terraced housing. Hinckley Road also has terraced housing to the south and public uses to the north, including a school, police station, sure start centre and a care home. Braunstone Gate also has dense three storey flats to the south. Consequently, the shops within the centre are within a short walk of a large number of people.

As discussed, the centre spans a distance of nearly 1,500 metres. However, there is a fairly even distribution of uses across the retail area. In addition, Narborough Road has a more or less continuous retail frontage on both sides of the road with a high concentration of retail units within the different parts of the centre. This means that the surrounding residential areas generally have good access to a large amount of services and facilities.

Accessibility around the shopping area is generally good. There are footpaths on both sides of the road throughout the centre. These are on the most part sufficiently wide and free of obstructions, such as cluttered street furniture, which enables people to move between the shops with ease. The footpaths on Narborough Road and Hinckley Road are particularly good in this regard. However, those on Braunstone Gate are narrower. In addition, several of the side roads on Braunstone Gate do not have proper dropped kerbs.

The roads throughout the centre act somewhat as a barrier to pedestrian movement,



particularly around the junction of Narborough Road, Braunstone Gate and Hinckley Road. However, controlled pedestrian crossings and pedestrian refuges are located at regular intervals throughout the centre, which enable people to cross the road safely and conveniently.

The centre generally has good provision for cyclists. Although there are no cycle lanes, Narborough Road and the surrounding area is generally flat, which is ideal for cycling to and from the shops. In addition, numerous cycle parking facilities are provided throughout most of the shopping area, although there are some locations where amount of provision could be improved.

Hoops have been used in combination with trees and bollards at regular intervals along the northern part of Narborough Road. These prevent cars from parking on the footway, but the hoops are also located in visible and secure locations close to the road. Cycle hoops are also located on the footway along Braunstone Gate to much the same effect. In addition, a cycle shelter is provided in the car park of the leisure centre on the north-eastern edge of the centre.

There is a general lack of cycle facilities on Hinckley Road, with only one hoop provided on the footway on the corner of Latimer Road. In addition, no cycle parking facilities were observed to the south of the railway bridge on Narborough Road. There is capacity within the footway to install additional hoops, which would improve the standard of the facilities in both of these areas.

Vehicular accessibility within the centre varies according to the time of day. Narborough Road is an 'A road' linking the centre directly with south Leicester, as well as the M1 and M69 motorways. However, Narborough Road and Braunstone Gate become extremely busy during the rush hour period and queuing traffic moves slowly travelling into the city centre during the morning and away from the city in the evening. Notwithstanding this, during quieter periods of the day, the centre benefits from good vehicular accessibility.

Car parking throughout the centre is reasonably good. The centre does not have a designated public car park. Instead, there are parking bays along the duration of Narborough Road, Braunstone Gate and Hinckley Road. These are all free, but many have parking restrictions that limit waiting times to 1 hour. This ensures that people have enough time to visit the shops whilst enabling a high turnover of vehicles, which benefits the retailers. The free parking also means that people are not deterred from visiting Narborough Road district centre by having to pay for parking. Notwithstanding this, car parking spaces are in high demand throughout the centre, particularly on Braunstone Gate and within the northern part of Narborough Road.



	<p>Many of the surrounding side streets are residential parking zones with three hour pay and display parking restrictions, which cater for longer stay parking. In addition, several of the stores within the centre, particularly the supermarkets, have their own private customer car parks. The Tesco in the north of the centre has a particularly large car park.</p>
<p>PERCEPTION OF SAFETY</p>	<p>From the site visit, we consider there to be a generally good sense of safety and security within Narborough Road district centre. The retail frontage is mostly two to three storeys in height, which encloses the street well. As a consequence, the street has numerous windows overlooking the shopping area. The centre also has a more or less constant retail frontage and generally good levels of pedestrian activity. This helps to maintain surveillance within the shopping area.</p> <p>Hinckley Road and Braunstone Gate have slightly lower levels of pedestrian activity than Narborough Road. However, these areas continue to maintain a reasonably good sense of safety and security owing to the good quality environment in these locations.</p> <p>The majority of the retail units' security shutters are closed when the shops shut. As a consequence, the perceived level of natural surveillance within the street reduces at night time. However, there seemed to be ample provision of street lighting throughout the centre, which would help to create a sense a safety and security during hours of darkness.</p> <p>The centre is generally well maintained. The security features used on the buildings are mainly discreet and in the most part do not negatively impact on the sense of security within the street. Several of the shops towards the north of Narborough Road were observed to have graffiti tagging on their shutters, but this was by far a minority of the units.</p> <p>There are a few locations where surveillance levels are lower. The stretch of Narborough to the south of the railway bridge has a much more open feel and is less overlooked, particularly beneath the railway bridge itself. Some of car parks that adjoin Narborough Road also reduce the sense of surveillance within the street, owing to their lack of building frontage. However, these areas did not appear to have a severe negative impact on the centre's sense of safety and security.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>The environmental quality within the centre varies, but is generally reasonably good. A major influencing factor is the constant flow of traffic that passes through the shopping area. This has an impact on air quality and negatively impacts on the shopping environment. This issue worsens during busier periods of the day.</p> <p>Notwithstanding this, the building frontages are attractive throughout the centre. Some of the signs and facades could be of better quality but there were very few examples of particularly poor shop frontages. In addition, although there are a number of vacant units, none of these looked to have been vacant for a sustained period of time or showed signs</p>



that they are in such a poor condition that they greatly detract from the appearance of the shopping area.

North of the railway bridge, there are trees at regular intervals along the duration of the centre. These help to soften the impact of the traffic and add colour and interest to the street-scene. The centre also has extremely good quality street furniture more or less throughout. This and adds great value to the district centre's environmental quality and it has been laid out so that it does not clutter the footways.

Bays have been used extensively throughout the centre to coordinate car parking areas. No waiting / no loading at any time parking restrictions, as well as physical features such as cycle hoops and trees, have also been used to prevent cars from parking in areas that they are not permitted. These prevent cars from parking temporarily on street corners, for example. This improves the appearance of the centre and maintains the flow of traffic through the centre. The ends of the bays are often punctuated with extended footways containing further street furniture.

The combination of narrow carriageway widths, parking bays, pedestrians crossing the road and traffic lights ensures that vehicle speeds remain low throughout most of the shopping area. However, vehicles were observed travelling at greater speeds towards to the far south of the centre and on Hinckley Road.

Several of the shops, such as the greengrocers, have stands outside their entrances selling produce. Some of the cafes also have outdoor seating areas and awnings, which again add value to the appearance of the street and help to create a sense of vibrancy. The railway bridge to the south of the centre incorporates some community artwork, which perhaps conveys some sense of civic pride.

There were only a few areas that were noted to be in need of improvement. In particular, the western side of the road between the Shell filling station and the railway bridge could be better maintained. The buildings in this location are set back from the road and some of the gardens and parking areas would benefit from measures to improve their appearance.

The junction between Narborough Road, Braunstone Gate and Hinckley Road also has poor environmental quality. However, it is not seen how this situation can be greatly improved due to the size and busyness of this junction.

Finally, the stretch of Narborough Road to the south of the railway bridge lacks the amount of good quality parking bays, trees and street furniture that is found elsewhere in the centre. Instead, the carriageway in this location becomes much wider and extends to two lanes wide in each direction. However, the footway is wide enough to incorporate some of



	<p>the additional features that give the area to the north its superior environmental quality.</p>
<p>CONCLUSION</p>	<p>Narborough Road district centre comprises 328 retail units located within the inner city area to the south-west of Leicester city centre. Narborough Road (A5460) is an arterial route that connects Leicester city centre with south-west Leicester, Fosse Shopping Park, as well as the M1 and M69 motorways. The commercial centre itself is linear in nature and spans a distance of nearly 1,500 metres from north to south. The shops are located on both sides of the road and form a more or less continuous retail frontage. The centre is surrounded mainly by dense terraced housing.</p> <p>There are 22 national operators within the shopping area, including four larger food operators and five banks. There are strong convenience, leisure service and financial and business services offers, all of which have a good variety and number of units. In particular, there is a very strong food and drink offer. The comparison goods offer falls short of the national average by some way, probably due to Narborough Road's close proximity to the city centre. Similarly, the retail service offer is slightly underrepresented and vast majority of the units within this area comprise health and beauty providers. However, these sectors do provide a number of key community services and facilities, which are more targeted at the day to day needs of the surrounding community.</p> <p>The centre has 23 vacant commercial units, which equates to a vacancy rate of 7.0%. This is below the national average of 11.4%.</p> <p>Pedestrian activity across the centre is at a reasonable level. The highest amount of activity is on Narborough Road, whilst Hinckley Road and Braunstone Gate appear to be significantly quieter, as does the very southern tip of the centre. However, given the concentration of bars, restaurants and pubs on Braunstone Gate, it is expected that this area has a strong evening economy.</p> <p>Accessibility within the centre is generally good. There is an excellent bus service throughout the shopping area. In addition, the centre is located within easy walking distance of a large number of people and has good walkability between the shops. The level of cycle parking provision is also good, although improvements in the level of provision could be made to the south of the railway bridge on Narborough Road and on Hinckley Road. The level of vehicular accessibility varies according to the time of day. In rush hours, there can be lots of queuing traffic on Narborough Road and Braunstone Gate. However, during quieter periods of the day, the centre has good vehicular accessibility and car parking throughout the centre is also reasonably good.</p> <p>There are no major safety and security concerns within the shopping area, although there are a few locations where the level of surveillance could be improved. In addition, the centre's environmental quality is generally reasonably good. The traffic has a negative</p>



	<p>impact on the shopping environment, particularly during busier periods of the day. However, the centre also has good quality street furniture more or less throughout. There are also trees along much of the retail frontage, which help to soften the impact of the traffic. Indeed, the majority of the centre has a good appearance and there are only two areas, both of which are close to the railway bridge, that were identified as being in need of improvement.</p> <p>In summary, Narborough Road district centre appears to be in reasonably good health. Given the size of the centre and the level of goods and services on offer, it is considered that the centre continues to perform the function of a district centre.</p>
<p>KEY ISSUES/SWOT</p>	<ul style="list-style-type: none"> ≠ Strength – very strong food and drink offer. ≠ Strength – good all-round level of service provision and the distribution of services and facilities is fairly evenly spread throughout the centre. ≠ Strength – low vacancy rate. ≠ Strength – good public transport, cycling and pedestrian accessibility. ≠ Weakness – queuing traffic on Narborough Road and Braunstone Gate during rush hours. ≠ Opportunity – to incorporate street furniture and more trees in the area to the south of the railway bridge. This would improve the environmental quality in this location. ≠ Opportunity – 23 vacant retail units, which could accommodate growth within the centre. ≠ Threat – large number of smaller independent operators are more vulnerable to economic change than larger format national operator stores.

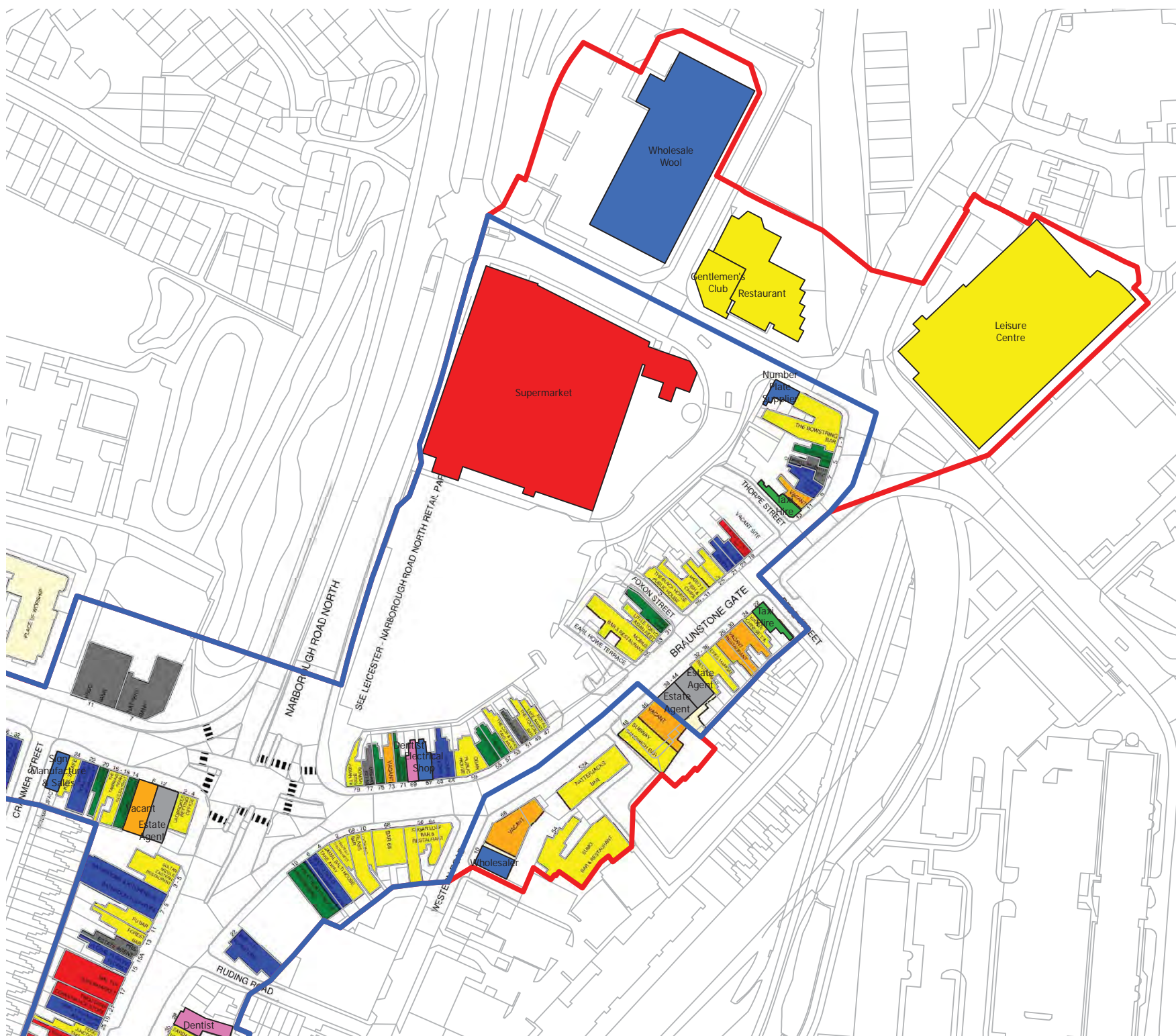


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Leicester City Council & Blaby District Council

Ref: A088154/046.1

Narborough Road (North-East)



Key

-  District Centre Boundary
-  Recommended Boundary
-  Convenience
-  Comparison
-  Leisure Service
-  Retail Service
-  Financial & Business Services
-  Vacant
-  Misc.

North

Scale: 250

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Leicester City Council & Blaby District Council

Ref: A088154/046.2

Narborough Road (North-West)

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